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Armstrong's Linoleum, Armstrong's Quaker Floor Covering

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20,-

1930 Pattern Book

ARMSTRONG'S LINOLEUM

Armstrong's Quaker Floor Covering



BOOK I

NOTE

Armstrong's Quaker Rugs, Armstrong's Standard-Felt Rugs, and Armstrong's Linoleum Rugs are shown in Book II, which will be sent upon request.

ARMSTRONG CORK COMPANY

Floor Division

LANCASTER, PENNSYLVANIA, U.S.A.

BRANCH OFFICES:

Los Angeles, Calif. Wholesale Furn. Bldg, Memphis, Tenn. . . 1104 First Nat'l Bldg, Minneapolis, Minn. 912 Plymouth Bidg, New Orleans, La. 1833 Canal Bank Bldg. New York, N. Y. . . . 295 Fifth Ave. St. Louis, Mo. . 1102 Ambassador Bldg. San Francisco, Calif. Furniture Exchange Seattle, Wash. . 803 Terminal Sales Bldg.

A Pattern for Every Taste in the 1930 Line

▲ RICH feast of merchandising possibilities is spread before Armstrong retailers in the 1930 Line. There are patterns for every taste, unusual colorings in step with the modern trend in decoration, floor materials of novel texture and design that will find ready acceptance for places where linoleum has never before been considered. The line includes 460 designs; 240, or more than half of that number, offered this year for the first time. Of these, 87 are rug designs shown in Book II.

Outstanding among the features of the 1930 Line you will notice:

1. A group of seven patterns in Embossed Inlaid De Luxe, in which slate, stone, brick, and similar textures are suggested by novelty embossing and combined with blocks of marble and jaspé linoleum. In richness of coloring, as well as originality of texture, this new linoleum is very effective.

2. The Colonial, or hooked-rug effects in Embossed Inlaid Linoleum. This new-style embossing has been used in a number of carpet designs, giving them a loom-woven texture that has never before been achieved in linoleum. This same texture is a feature of twelve new Embosstex Inlaid Rugs pictured in the rug pattern book.

3. Outstanding group of patterns known as the Decoresq Series in Armstrong's Quaker Floor Covering. They include patterns with a texture resembling tapestry in appearance, shaded tile patterns in which the colors actually blend into each other like old ceramic burnt tile; and spattered designs in which, as the name implies, a unique decorative color spotting is obtained. These unusual Decoresq effects are also available in the 1930 Line of Armstrong's Quaker Rugs, pictured in the rug pattern book.

4. Two new notes in the Handmade Marble Inlaid Section of the linethe introduction of small stars and other inset figures into certain patterns at occasional irregular intervals and the use of bright-colored interliners with dark marble designs.

Every Moulded Inlaid design in the entire line this year is embossed, including 13 four-yard-wide patterns, the first time that Embossed Linoleum has been made in this width.

There is hardly a section of the line that has not been strengthened by the inclusion of vigorous new colorings and appealing designs. Every pattern, with the exception of Standard-Felt and Rug Border, is manufactured by the superior Accolac Process.

Armstrong Line for 1930 460 Patterns-240 New

Book I

Book I

7 colorings (8 new) in Plain Linoleum
7 colorings in Jaspé Linoleum
3 colorings in Cork Carpet
6 patterns (3 new) in 3 feinch Embossed Inlaid
7 patterns (all new) in 3 feinch Embossed Inlaid
7 patterns (all new) in Embossed Inlaid De Luxe
30 patterns (10 new) in B Gauge Embossed Inlaid
28 patterns (10 new) in B Gauge Embossed Inlaid
28 patterns (19 new) in C Gauge Embossed Inlaid
22 colorings in Marble Border Inlaids
24 patterns (13 new) in Handmade Marble Inlaid
15 Early American Floor design
1 pattern in Oak Plank Inlaid
2 patterns in Granite Linoleum
6 patterns (3 new) in A Gauge De Luxe Marble Inlaid
12 patterns (1 new) in B Gauge De Luxe Marble Inlaid
14 patterns (1 new) in Gauge De Luxe Marble Inlaid
15 patterns (8 new) in Gauge Straight Line Inlaid
16 patterns (8 new) in D Gauge Straight Line Inlaid
18 patterns (8 new) in D Gauge Straight Line Inlaid
18 patterns (11 new) in Arabesq Linoleum
10 patterns (4 new) in Arabesq Linoleum
35 patterns (14 new) in Printed Linoleum

3 patterns in Linoleum Stair and Passage Cloth

3 patterns in Linoleum Stair and Passage Cloth
6 patterns in Jaspé Stair and Passage Cloth
16 patterns (all new) in Armstrong's Quaker Floor
Covering—Decoresq Series
44 patterns (20 new) in Armstrong's Quaker Floor
Covering—Sterling Series
21 patterns (13 new) in Armstrong's Standard-Felt
Floor Covering

4 patterns in Armstrong's Quaker Passage Cloth 8 patterns in Felt-Base Rug Border

See Book II for:

12 patterns (all new) in Armstrong's Embosstex In-

laid Rugs
11 patterns (4 new) in Armstrong's Printed Linoleum Rugs

7 patterns (2 new) in Armstrong's Jaspé Linoleum Rugs

16 patterns (all new) in Armstrong's Quaker Rugs— Decoresq Series 27 patterns (14 new) in Armstrong's Quaker Rugs—

Sterling Series 14 patterns (8new) in Armstrong's Standard-Felt Rugs

Seventeen Colors in Plain Linoleum

FINELY-GROUND cork, preoxidized linseed oil, painstaking laboratory tests, and the Accolac Process surface insure a superior density, smoothness, and durability in Armstrong's Plain and Battleship Linoleum. Walton Process exclusively.

Milloreur	II. II COLOC	,11 4 10.	00000
	Th	ickness	
Gauge	in	Inches	Made in Colors, Nos.
	(¼-in.) .		20, 21, 22
Battleship	(6mm.)	.235	20, 21, 22, 25. 27
Pattleship	(3/16-in.) .	187	20, 21, 22, 25, 27
*Light Batt	lochin	142	20, 21, 22, 25
A Light Dave		142	†23, 26, 27, 28, 29
Z1			40, 41, 42, 43, 44
			45, 46, 47
D		119	20, 21, 22, †23, 26
ъ			27, 28, 29, 40, 41
			42, 43, 44, 45, 46, 47
C		005	20, 21, 22, 27
D		080	20, 21, 22, 27
D			- Dlain Linelaum with

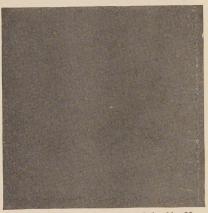
*Light Battleship is A Gauge Plain Linoleum with unpainted back. The gauge of each thickness in Armstrong's Linoleum is stamped on the back. †Desk-top finish, unlacquered, unpainted back.



Plain Green Linoleum—Color No. 21 2 yards wide only. ¼-in., 6mm., ¾/16-in., Lt. B/S, B, C, and D Gauges



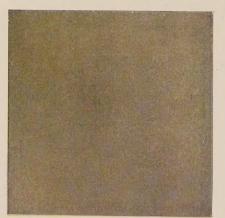
Plain Brown Linoleum—Color No. 20 2 yards wide only. ¼-in., 6mm., $^3/_6$ -in., Lt. B/S, B, C, and D Gauges



Plain Dark Gray Linoleum—Color No. 22 2 yards wide only. 1/4-in., 6mm., 3/16-in., Lt. B/S, B, C, and D Gauges



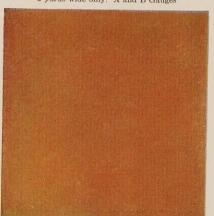
Plain Terra Cotta Linoleum—Color No. 25 2 yards wide only. 6mm., 3/16-in., and Lt. B/S Gauges



Plain Light Gray Linoleum—Color No. 26
2 yards wide only. A and B Gauges



Plain Black Linoleum—Color No. 27 2 yards wide only. 6mm., 3/16-in., A, B, C, and D Gauges



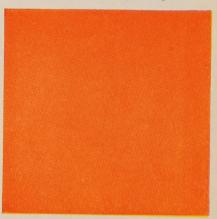
Plain Tan Linoleum—Color No. 28 2 yards wide only. A and B Gauges



Plain Blue Linoleum—Color No. 29 2 yards wide only. A and B Gauges



Plain Red Linoleum—Color No. 40 2 yards wide only. A and B Gauges

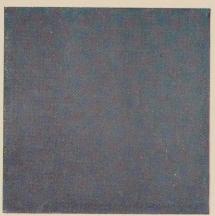


Plain Orange Linoleum—Color No. 41 2 yards wide only. A and B Gauges

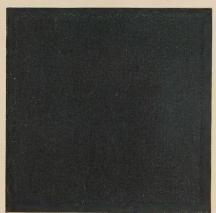
ARMSTRONG'S PLAIN LINOLEUM



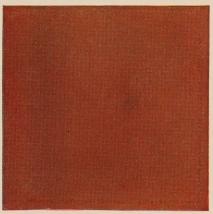
Plain Jade Linoleum—Color No. 42 2 yards wide only. A and B Gauges



Plain Light Blue Linoleum—Color No. 43 2 yards wide only. A and B Gauges



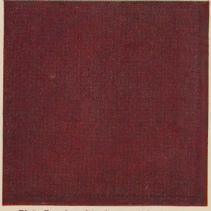
Plain Dark Blue-Green Linoleum—Color No. 44
2 yards wide only. A and B Gauges



Plain Beige Linoleum—Color No. 45 2 yards wide only. A and B Gauges



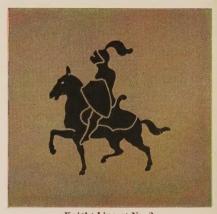
Plain Chocolate Linoleum—Color No. 46 2 yards wide only. A and B Gauges



Plain Eggplant Linoleum—Color No. 47 2 yards wide only. A and B Gauges



 $\begin{array}{ccc} \textbf{Swan Linoset No. 1}\\ \textbf{Overall Size--}36'' \times 36'' & \textbf{Figure } 18\frac{1}{2}'' \times 20\frac{1}{2}''\\ \textbf{Colors shown are White No. 23 and Chocolate No. 46} \end{array}$



Knight Linoset No. 2 Overall Size—36" x 36" Figure—24" x 22" Colors shown are Black No. 27 and Gray No. 26



Castle Linoset No. 3
Overall Size—36" x 36" Figure—24" x 21"
Colors shown are Gray No. 26 and Eggplant No. 47



Escutcheon Linoset No. 4 Overall Size—36" x 36" Figure—23" x 21 ½" Colors shown are Gray No. 26 and Red No. 40



Helmet Linoset No. 5 Overall Size—36" x 36" Figure—24" x 24" Colors shown are Jade No. 42 and Black No. 27



Colors shown are White No. 23 and Red No. 40 Lion Linoset No. 25 and Red No. 40

Create Individual Floors with Linosets

"BUT I want something different!"
It is for the particular customer, who wants an unusual floor, that Armstrong's Linosets have been created. There are twelve standard Linoset designs, made in two sizes as shown. Each Linoset is furnished in any combination of two colorings of plain linoleum, allover Handmade Marble Inlaid, or Marble Border. They are manufactured in two gauges, Light Battleship and B.

Special Linosets, such as store names or trade-marks, lodge emblems, and intricate stars and sunbursts, will also be cut to order at the factory in any color combination and any grade.



Modernistic Linoset No. 7 Overall Size—36" x 36" Figure—24" x 24" Colors shown are Tan No. 28 and Blue No. 43



Deer Linoset No. 8 Overall Size—36" x 36" Figure—24" x 24" Colors shown are Black No. 27 and Orange No. 41



Ship Linoset No. 9
Overall Size—36" x 36" Figure—21" x 16"
Colors shown are White No. 23 and Blue No. 43



Star Linoset No. 10
Overall Size—24" x 24"
Figure—15" x 16"
Colors shown are Orange No. 41
and Dark Blue-Green No. 44



Shield Linoset No. 11
Overall Size—24" x 24"
Figure—15" x 13"
Colors shown are White No. 23
and Jade No. 42



Fleur-de-lis Linoset No. 12 Overall Size—24" x 24" Figure—15" x 12" Colors shown are Red No. 40 and Black No. 27

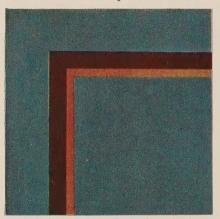
Linostrips Simplify Laying of Bordered Floors

ARMSTRONG'S Linostrips are ⁵/₈-inch and 1½-inch strips of Plain, Marble Inlaid, and Marble Border Linoleum, cut at the factory and shipped in 45-foot rolls ready for installation. They eliminate the necessity of cutting feature strips by hand and the breaking into full rolls of linoleum. Because they are accurately cut by machine with true, squared-up edges and uniform width, retailers find Linostrips easy to install

Armstrong's Linostrips are available in any one of the seventeen plain colors that are a part of the 1930

Armstrong Line, in all gauges except ¼-inch, every design in allover Handmade Marble Inlaid Linoleum, and Nos. 02 and 03 Marble Border. They may be used effectively to set off a Linoset, to border an entire floor, and in double and triple border combinations.

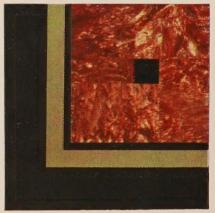
In ordering Linostrips, be sure to specify A Gauge Plain Color Linoleum to be laid with Light Battleship Marble, Light Battleship Plain, A Gauge Plain, or A Gauge Jaspé. B Gauge Plain Linostrips should be ordered for use with A Gauge Marble, A Gauge Straight Line, and A Gauge Embossed Linoleum.



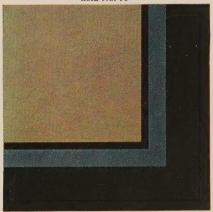
Outside border—Plain No. 43; inner borders—Linostrips Nos. 46 $(1\frac{1}{2}'')$ and 28 $(\frac{5}{2}'')$; field No. 43



Outside border—Marble Border No. 02; inner borders—Linostrips Nos. 03 $(1\frac{1}{2})$ and 27 $(\frac{5}{8})$; field No. 70



Outside border—Plain No. 27; inner borders—Linostrips Nos. 26 $(1\frac{1}{2})$ and 27 $(\frac{5}{8})$; field No. 61



Outside border—Plain No. 27; inner borders— Linostrips Nos. 43 (1½") and 27 (½"); field No. 26

Armstrong's Jaspé-the All-Purpose Floor

SEASON after season, for many years, Armstrong's Jaspé Linoleum has been known as the popular floor for every room in the house. Its subdued, two-tone graining forms an inconspicuous yet quietly dignified background for rugs and furnishings. It is pleasantly easy to clean and not apt to footmark, and it has well earned the approval of women of taste as a truly distinctive floor. In business houses, too, as well as in residences, there has been an increasing use of Jaspé Linoleum during the past few years, especially for large office spaces.

Taupe, Dark Gray, and Light Brown Jaspé Linoleum will be manufactured this year in the 6mm. Battleship Gauge. This extra-heavy weight is made especially for use in business and public building installations, and will meet an increasing demand for a decorative floor material suitable for large contract installations.

Taupe, Dark Gray, Light Gray, Light Brown, and Dark Brown Jaspé Linoleum are made in the ¾6-inch Gauge. All seven colors come in A, B, and C Gauges.



Taupe Jaspé Linoleum—Color No. 12 2 yards wide only. 6mm., 3/16-in., A, B, and C Gauges



Light Gray Jaspé Linoleum—Color No. 13 2 yards wide only. 3/16-in., A, B, and C Gauges



Dark Gray Jaspé Linoleum—Color No. 15 2 yards wide only. 6mm., 3/16-in., A, B, and C Gauges



Light Brown Jaspé Linoleum—Color No. 16 2 yards wide only. 6mm., 3/16-in., A, B, and C Gauges

ARMSTRONG'S JASPE LINOLEUM AND CORK CARPET



Dark Brown Jaspé Linoleum—Color No. 17 2 yards wide only. 3/16-in., A, B, and C Gauges



Blue Jaspé Linoleum—Color No. 18 2 yards wide only. A, B, and C Gauges



Green Jaspé Linoleum—Color No. 19 2 yards wide only. A, B, and C Gauges



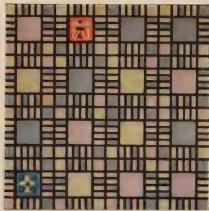
Brown Cork Carpet —Color No. 31—Unpolished Made in XX and XXX Gauges—2 yards wide only



Green Cork Carpet—Color No. 32 -Unpolished Made in XX and XXX Gauges—2 yards wide only



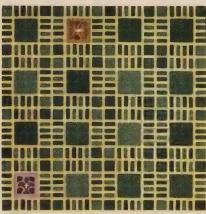
Taupe Cork Carpet -Color No. 33 - Unpolished Made in XX and XXX Gauges-2 yards wide only



No. 1110 Embossed Inlaid—3/16-in. Gauge (Plate shows 36" x 36" section) 2 yards wide only



No. 1111 Embossed Inlaid—3/16-in. Gauge (Plate shows 36" x 36" section) 2 yards wide only



No. 1112 Embossed Inlaid—3/16-in. Gauge (Plate shows 36" x 36" section) 2 yards wide only



No. 1120 Embossed Inlaid—3/16-in. Gauge (Plate shows 36" x 36" section) 2 yards wide only



No. 1121 Embossed Inlaid—3/16-in. Gauge (Plate shows 36" x 36" section) 2 yards wide only



No. 1122 Embossed Inlaid—3/16-in. Gauge (Plate shows 36" x 36" section) 2 yards wide only

New De Luxe Types in Embossed Inlaid

RMBOSSED Linoleum has been an exclusive and exceedingly popular floor material ever since its creation by Armstrong designers some years ago. Every Moulded Inlaid design in the Armstrong Line this year is embossed in some way, and several new and distinctive forms of embossing have been developed.

Among these new types of linoleum offered this season is Embossed Inlaid De Luxe which reproduces in a single design the textures of brick, stone, tile, slate, and jasper. In the 7 new patterns a rugged red brick rubs corners with a smooth bit of polished marble, a rough slab of slate, or a section of stone, in artistic irregularity.

The rich depth of coloring and vigorous texture of these new De Luxe Embossed designs are sure to appeal to discriminating architects and building owners, as suitable for showrooms, hotel lobbies, and similar places.



No. 16000 Embossed Inlaid—De Luxe—A Gauge (Plate shows 36" x 54" section) 2 yards wide only



No. 16001 Embossed Inlaid—De Luxe—A Gauge (Plate shows 36" x 54" section) 2 yards wide only



No. 16002 Embossed Inlaid—De Luxe—A Gauge (Plate shows 36" x 54" section) 2 yards wide only



No. 16003 Embossed Inlaid—De Luxe—A Gauge (Plate shows 36" x 54" section) 2 yards wide only



No. 16010 Embossed Inlaid -De Luxe-A Gauge (Plate shows 36" x 54" section) 2 yards wide only



No. 16011 Embossed Inlaid—De Luxe—A Gauge (Plate shows 36" x 54" section) 2 yards wide only



No. 16012 Embossed Inlaid—De Luxe—A Gauge (Plate shows 36" x 54" section) 2 yards wide only



No. 6005 Embossed Inlaid—A Gauge (Size of Large Block—about $4\frac{1}{2}$ " x $4\frac{1}{2}$ ") 2 yards wide only



No. 6006 Embossed Inlaid—A Gauge (Size of Large Block—about $4 \frac{1}{2}$ " x $4 \frac{1}{2}$ ") 2 yards wide only



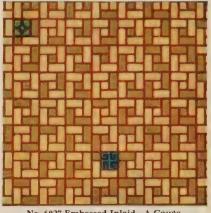
No. 6007 Embossed Inlaid—A Gauge (Size of Large Block—about $4\frac{1}{2}$ " x $4\frac{1}{2}$ ") 2 yards wide only



No. 6018 Embossed Inlaid—A Gauge (Size of Blocks—about 6" x 6") 2 yards wide only



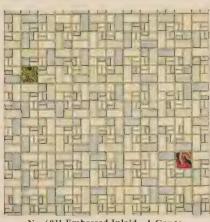
No. 6026 Embossed Inlaid—A Gauge (Plate shows 36" x 36" section) 2 yards wide only



No. 6027 Embossed Inlaid—A Gauge (Plate shows 36" x 36" section) 2 yards wide only



No. 6028 Embossed Inlaid -A Gauge (Plate shows 36" x 36" section) 2 yards wide only



No. 6031 Embossed Inlaid—A Gauge (Plate shows 36" x 36" section) 2 yards wide only



No. 6032 Embossed Inlaid—A Gauge (Plate shows 36" x 36" section) 2 yards wide only



No. 6033 Embossed Inlaid—A Gauge (Plate shows 36" x 36" section) 2 yards wide only



No. 6034 Embossed Inlaid—A Gauge (Plate shows 36" x 36" section) 2 yards wide only



No. 6042 Embossed Inlaid—A Gauge (Plate shows 36" x 36" section) 2 yards wide only



No. 6051 Embossed Inlaid—A Gauge (Plate shows 36" x 36" section) 2 yards wide only



No. 6060 Embossed Inlaid—A Gauge (Plate shows 36" x 36" section) 2 yards wide only



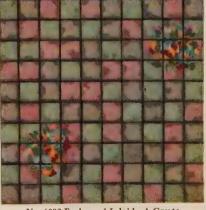
No. 6061 Embossed Inlaid—A Gauge (Plate shows 36" x 36" section) 2 yards wide only



No. 6062 Embossed Inlaid—A Gauge (Plate shows 36" x 36" section) 2 yards wide only



No. 6091 Embossed Inlaid—A Gauge (Plate shows 36" x 36" section) 2 yards wide only



No. 6092 Embossed Inlaid—A Gauge (Plate shows 36" x 36" section) 2 yards wide only



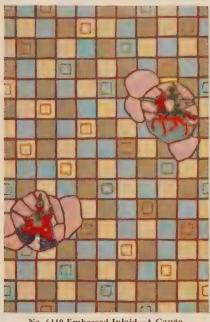
No. 6100 Embossed Inlaid—A Gauge (Plate shows 36" x 54" section) 2 yards wide only



No. 6101 Embossed Inlaid—A Gauge (Plate shows 36" x 54" section) 2 yards wide only



No. 6102 Embossed Inlaid—A Gauge (Plate shows 36" x 54" section) 2 yards wide only



No. 6110 Embossed Inlaid—A Gauge (Plate shows 36" x 54" section) 2 yards wide only



No. 6111 Embossed Inlaid—A Gauge (Plate shows 36" x 54" section) 2 yards wide only



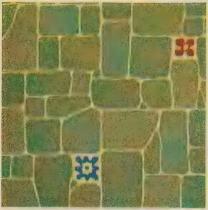
No. 6112 Embossed Inlaid—A Gauge (Plate shows 36" x 54" section) 2 yards wide only



No. 6120 Embossed Inlaid—A Gauge (Plate shows 36" x 54" section) 2 yards wide only



No. 6121 Embossed Inlaid—A Gauge (Plate shows 36" x 54" section) 2 yards wide only



No. 6122 Embossed Inlaid—A Gauge (Plate shows 36" x 36" section) 2 yards wide only



No. 6130 Embossed Inlaid—A Gauge (Plate shows 18" x 18" section) 2 yards wide only



No. 6131 Embossed Inlaid—A Gauge (Plate shows 18" x 18" section) 2 yards wide only



No. 6132 Embossed Inlaid—A Gauge (Plate shows 18" x 18" section) 2 yards wide only

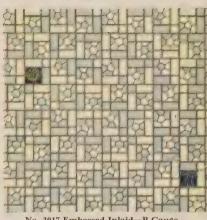
All B Gauge Moulded Now Embossed

NOT just certain designs, but every one of the 18 patterns in the 1930 Line of B Gauge Moulded Inlaid Linoleum is embossed. Some of the designs are finished with the new "hooked-rug" or woven effect embossing, which is a novel feature of the line this year. Additional embossing equipment has been completed in the Armstrong factory, so that orders for this popular type of linoleum, manufactured this year in the 3%-inch, A, B, and C Gauges, may be filled promptly.

Among the new designs are certain very appealing irregular flagstone tile effects in light colorings, particularly adapted for use with colorful modern furnishings in sun-porches, entrance halls, breakfast-rooms, small diningrooms, playrooms, and smart, newstyle kitchens; and other woven effect carpet designs desirable for bedrooms, dressing-rooms, and nurseries. Some of the most unusual and effective patterns in the new line are made in B Gauge Embossed Inlaid Linoleum.



No. 3016 Embossed Inlaid—B Gauge (Plate shows 36" x 36" section) 2 yards wide only



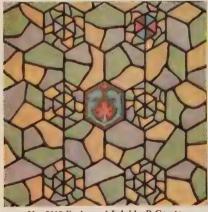
No. 3017 Embossed Inlaid—B Gauge (Plate shows 36" x 36" section) 2 yards wide only



No. 3025 Embossed Inlaid—B Gauge (Plate shows 36" x 36" section) 2 yards wide only



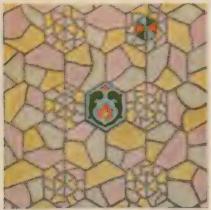
No. 3027 Embossed Inlaid—B Gauge (Plate shows 36" x 36" section) 2 yards wide only



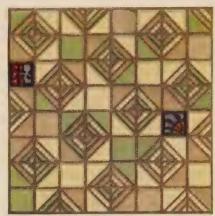
No. 3165 Embossed Inlaid—B Gauge (Plate shows 36" x 36" section) 2 yards wide only



No. 3166 Embossed Inlaid—B Gauge (Plate shows 36" x 36" section) 2 yards wide only



No. 3167 Embossed Inlaid—B Gauge (Plate shows 36" x 36" section) 2 yards wide only



No. 3176 Embossed Inlaid—B Gauge (Plate shows 36" x 36" section) 2 yards wide only



No. 3200 Embossed Inlaid—B Gauge (Plate shows 18" x 18" section) 2 yards wide only



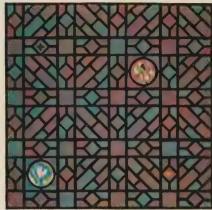
No. 3201 Embossed Inlaid—B Gauge (Plate shows 18" x 18" section) 2 yards wide only



No. 3202 Embossed Inlaid—B Gauge (Plate shows 18" x 18" section) 2 yards wide only



No. 3210 Embossed Inlaid—B Gauge (Plate shows 18" x 18" section) 2 yards wide only



No. 3211 Embossed Inland—B Gauge (Plate shows 18" x 18" section) 2 yards wide only



No. 3212 Embossed Inlaid—B Gauge (Plate shows 18" x 18" section) 2 yards wide only



No. 3058 Embossed Inlaid—B Gauge (Plate shows 18" x 18" section) 2 yards wide only



No. 3152 Embossed Inlaid—B Gauge (Plate shows 18" x 18" section) 2 yards wide only



No. 3220 Embossed Inlaid—B Gauge (Plate shows 18" x 18" section) 2 yards wide only



No. 3221 Embossed Inlaid—B Gauge (Plate shows 18" x 18" section) 2 yards wide only

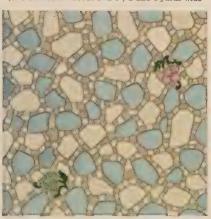
AN outstanding feature of the 1930 Armstrong Line is the fact that every Moulded Inlaid pattern in the A, B, and C Gauges is embossed—that is, slightly recessed lines in each design give the floor an interesting texture.

Among the B Gauge and C Gauge Embossed designs of particular interest this season are certain carpet effects in which a woven or fabric-like texture has been developed. This new "hooked-rug" or Colonial type of Embossed Inlaid pattern will be a particularly desirable floor for quaint Colonial living-rooms and for diningrooms and breakfast-rooms furnished in the early American and French Provincial styles which have recently come into decorative favor.

Embossed Linoleum itself represents an advance over the old type of smooth-surface floor covering. It was a popular floor material the first season it was introduced into the line, and has been sold in increasing quantities ever since. This new type of embossed effect, entirely different from anything ever before achieved, should open the way for increased sales of Armstrong's Embossed Linoleum to a wider group of customers.



No. 5008 Embossed Inlaid—C Gauge (Size of Blocks—about 3" x 3") 2 and 4 yards wide



No. 5019 Embossed Inlaid—C Gauge (Plate shows 36" x 36" section) 2 and 4 yards wide



No. 5009 Embossed Inlaid—C Gauge (Size of Blocks—about 3" x 3") 2 and 4 yards wide



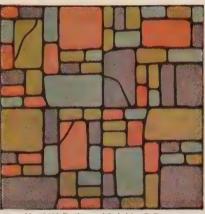
No. 5027 Embossed Inlaid—C Gauge (Plate shows 36" x 36" section) 2 yards wide only



No. 5028 Embossed Inlaid—C Gauge (Plate shows 36" x 36" section) 2 yards wide only



No. 5029 Embossed Inlaid—C Gauge (Plate shows 36" x 36" section) 2 yards wide only



No. 5030 Embossed Inlaid—C Gauge (Plate shows 36" x 36" section) 2 yards wide only



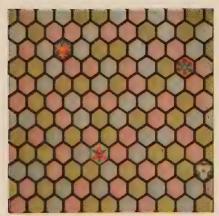
No. 5031 Embossed Inlaid—C Gauge (Plate shows 36" x 36" section) 2 yards wide only



No. 5032 Embossed Inlaid—C Gauge (Plate shows 36" x 36" section) 2 yards wide only



No. 5205 Embossed Inlaid—C Gauge (Plate shows 36" x 36" section) 2 yards wide only



No. 5206 Embossed Inlaid—C Gauge (Plate shows 36" x 36" section) 2 yards wide only



No. 5207 Embossed Inlaid—C Gauge (Plate shows 36" x 36" section) 2 yards wide only



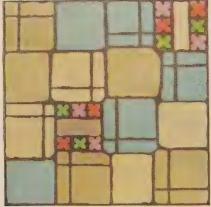
No. 5245 Embossed Inlaid—C Gauge (Plate shows 18" x 18" section) 2 and 4 yards wide



No. 5246 Embossed Inlaid—C Gauge (Plate shows 18" x 18" section) 2 and 4 yards wide



No. 5265 Embossed Inlaid—C Gauge (Plate shows 18" x 18" section) 2 and 4 yards wide



No. 5266 Embossed Inlaid—C Gauge (Plate shows 18" x 18" section) 2 and 4 yards wide



No. 5285 Embossed Inlaid—C Gauge (Size of Blocks—about 3" x 3") 2 and 4 yards wide



No. 5286 Embossed Inlaid—C Gauge (Size of Blocks—about 3" x 3") 2 and 4 yards wide



No. 5295 Embossed Inlaid—C Gauge (Size of Blocks—about 4½" x 4½") 2 and 4 yards wide



No. 5296 Embossed Inlaid—C Gauge (Size of Blocks—about 4½" x 4½") 2 and 4 yards wide



No. 5048 Embossed Inlaid—C Gauge (Plate shows 18" x 18" section) 2 yards wide only



No. 5085 Embossed Inlaid—C Gauge (Plate shows 18" x 18" section) 2 yards wide only



No. 5227 Embossed Inlaid—C Gauge (Plate shows 18" x 18" section) 2 yards wide only



No. 5228 Embossed Inlaid—C Gauge (Plate shows 18" x 18" section) 2 yards wide only



No. 5237 Embossed Inlaid—C Gauge (Plate shows 18" x 18" section) 2 yards wide only



No. 5238 Embossed Inlaid—C Gauge (Plate shows 18" x 18" section) 2 yards wide only



No. 5305 Embossed Inlaid—C Gauge (Plate shows 18" x 18" section) 2 and 4 yards wide



No. 5306 Embossed Inlaid—C Gauge (Plate shows 18" x 18" section) 2 and 4 yards wide

New Colorings in Handmade Marble Inlaid

ALWAYS the most luxurious of linoleum floors, Armstrong's Handmade Marble Inlaid Linoleum continues to be the choice of discriminating architects, decorators, and floor purchasers. There are eight designs in the Light Battleship (.142-inch) Gauge this year, five offered for the first time, and sixteen A Gauge (.118-inch) Handmade Marble Inlaid patterns. Apart from the difference in thickness, the two gauges are distinguished by the fact that Light Battleship is made with unpainted back.

The new patterns particularly are developed in gay, interesting colors, keyed to the modern trend in interior decoration. In certain designs, occasional small stars and other inset figures appear as bright notes of accent at seemingly accidental intervals. Another novel feature of the new Handmade Marble Inlaid Line is the use of bright-colored interliners, quite an original departure, as the

marble designs heretofore have either had no interliners at all or have been separated by subdued lines of black or gray.

Each individual block in Handmade Marble Inlaid Linoleum is set by hand, so that the grain runs in different directions, giving the finished floor an appearance of richly veined marble eminently suitable for use with the finest of rugs, furnishings, and appointments. Luxurious apartments, beautiful homes, and handsome stores, restaurants and showrooms are frequently floored throughout with this distinctive and truly decorative material.

Armstrong's Marble Border Linoleum in black and cream is made in the Light Battleship and A Inlaid Gauges. The Light Battleship Gauge should be used with Light Battleship Marble and A Gauge Plain Linoleum, and A Gauge Marble is suitable for use with B Gauge Plain and A Gauge Inlaid.



No. 02 Marble Border—Lt. B/S and A Gauges 2 yards wide only



No. 03 Marble Border—Lt. B/S and A Gauges 2 yards wide only



No. 60 Handmade Marble Inlaid—Lt. B/S Gauge (Size of Blocks—9" x 9") 2 yards wide only



No. 61 Handmade Marble Inlaid —Lt. B/S Gauge (Size of Large Block—about 8½" x 8½") 2 yards wide only



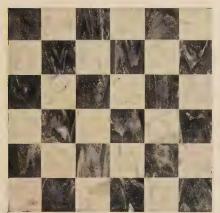
No. 62 Handmade Marble Inlaid—Lt. B/S Gauge (Plate shows 36" x 36" section) 2 yards wide only



No. 63 Handmade Marble Inlaid—A Gauge (Size of Blocks—9" x 9") 2 yards wide only



No. 69 Handmade Marble Inlaid—A Gauge (Size of Blocks—6" x 6") 2 yards wide only



No. 70 Handmade Marble Inlaid—A Gauge (Size of Blocks—6" x 6") 2 yards wide only



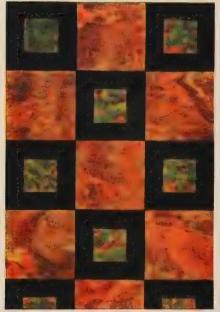
No. 71 Handmade Marble Inlaid—Lt. B/S Gauge (Plate shows 36" x 36" section) 2 yards wide only



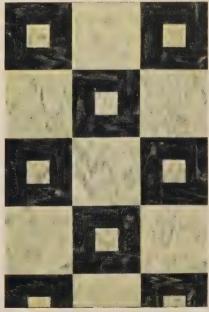
No. 72 Handmade Marble Inlaid—Lt. B/S Gauge (Size of Large Block—12" x 12") 2 yards wide only



No. 73 Handmade Marble Inlaid—Lt. B/S Gauge (Plate shows 36" x 54" section) 2 yards wide only



No. 77 Handmade Marble Inlaid—Lt. B/S Gauge (Size of Large Block—12" x 12") 2 yards wide only



No. 78 Handmade Marble Inlaid—Lt. B/S Gauge (Size of Large Block—12" x 12") 2 yards wide only



No. 83 Handmade Marble Inlaid—A Gauge (Size of Blocks—6" x 6") 2 yards wide only



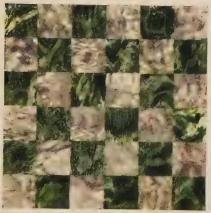
No. 89 Handmade Marble Inlaid—A Gauge (Size of Blocks—12" x 12") 2 yards wide only



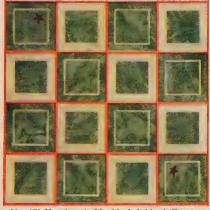
No. 90 Handmade Marble Inlaid—A Gauge (Size of Blocks—9" x 9") 2 yards wide only



No. 93 Handmade Marble Inlaid—A Gauge (Size of Blocks—6" x 6") 2 yards wide only



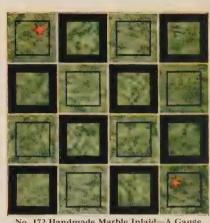
No. 97 Handmade Marble Inlaid—A Gauge (Size of Blocks—6" x 6") 2 yards wide only



No. 170 Handmade Marble Inlaid —A Gauge (Plate shows 36" x 36" section) 2 yards wide only



No. 171 Handmade Marble Inlaid—A Gauge (Plate shows 36" x 36" section) 2 yards wide only



No. 172 Handmade Marble Inlaid—A Gauge (Plate shows 36" x 36" section) 2 yards wide only



No. 173 Handmade Marble Inlaid—A Gauge (Size of Blocks—about 9" x 9") 2 yards wide only



No. 174 Handmade Marble Inlaid—A Gauge (Size of Large Block—12" x 12") 2 yards wide only



No. 175 Handmade Marble Inlaid—A Gauge (Size of Blocks—6" x 6") 2 yards wide only



No. 176 Handmade Marble Inlaid—A Gauge (Plate shows 36" x 36" section) 2 yards wide only

New Texture in Embosstex Granite Linoleum

THE new "hooked rug" embossing developed especially for the 1930 Armstrong Line has made a decided improvement in the character of Armstrong's Granite Linoleum this season. There are eight colorings in Armstrong's Embosstex Granite in the new line—green, blue, rose, layender,

heather, and taupe—introduced for the first time this year, and the blue and sand granite of last season (See Page 33) transformed by the addition of the Embosstex feature. Nothing with such an appearance of textured softness has ever before been produced in linoleum. Your customers will welcome these Armstrong's Embosstex Granites as quietly correct floor materials for bedrooms, dressing-rooms, nurseries, etc.—as well as for living-rooms and dining-rooms.

You must see the novel texture of this new type of floor material to appreciate its real beauty. So write for a sample of Armstrong's Embosstex Granite Linoleum.



A close-up photograph of Embosstex Granite Linoleum which shows the characteristic "hooked rug" effect.



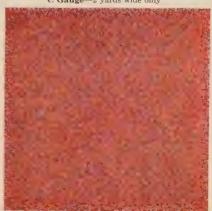
No. 2 Lavender Embosstex Granite Linoleum— C Gauge—2 yards wide only



No. 4 Heather Embosstex Granite Linoleum— C Gauge—2 yards wide only



No. 3 Green Embosstex Granite Linoleum— C Gauge—2 yards wide only



No. 7 Rose Embosstex Granite Linoleum— C Gauge—2 yards wide only



No. 8 Taupe Embosstex Granite Linoleum— C Gauge—2 yards wide only



No. 9 Blue Embosstex Granite Linoleum— C Gauge—2 yards wide only

Novelty Floor Effects in Inlaid Linoleum

THE two patterns illustrated below have an allover black marble background and will prove particularly desirable for business and public building floors.

On the next page are shown three floors to satisfy the occasional demand for linoleum in patterns approximating wood floor effects—a "wide board" design known as the Early American floor, an oak plank inlaid, and a parquetry inlaid. These wood floor designs are very popular in some parts of the country, and are frequently installed as rug border material as well as allover floors.



No. 265 Straight Line Inlaid—A Gauge (Size of Small Blocks—6" x 6") 2 yards wide only



No. 266 Straight Line Inlaid—A Gauge (Size of Small Blocks—6" x 6") 2 yards wide only

ARMSTRONG'S INLAID LINOLEUM



No. 177 Handmade Marble Inlaid—A Gauge (Size of Blocks—6" x 6") 2 yards wide only



No. 1 Early American Floor Inlaid—A Gauge (Width of Widest Plank—12") 2 yards wide only



No. 10 Oak Plank Inlaid (Planks—3" wide) 2 yards wide only



No. 520 Parquetry Inlaid (Plate shows 18" x 18" section) 2 yards wide only



No. 5 Granite Linoleum—B and C Gauges 2 yards wide only



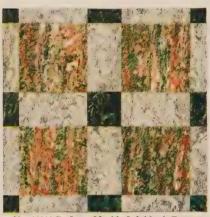
No. 6 Granite Linoleum—B and C Gauges
2 yards wide only

New Vari-Colored Figures in De Luxe Marbles

NEW type of linoleum was included in the Armstrong Line last vear, known as De Luxe Marble Inlaid, and made in the A and B Gauges. This new inlaid linoleum, bridging the gap between Straight Line and the exclusive Handmade Marble Inlaid, was presented as a high-quality product of exceptional graining and smooth finish, manufactured on the Rotary Inlaid machine and finished by the Accolac Process. The line is manufactured by a process which permits the introduction of three colors in marbleized blocks, thereby affording the designer an opportunity to create unusually attractive vari-colored floors.

The uniformity of gauge, the clear, live colors, the marble graining going all the way through to the burlap back, and the attractive designs made this De Luxe Marble Inlaid Line immediately popular. This year it includes sixteen A Gauge patterns, .118-inch thick, eight of them manufactured for the first time.

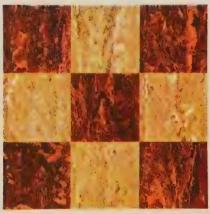
A new note in the current line of De Luxe Marble Inlaid patterns is the introduction of vari-colored figures, such as appeared only in Moulded Inlaid patterns in previous years.



No. 13000 De Luxe Marble Inlaid—A Gauge (Size of Large Block—6" x 6") 2 yards wide only



No. 13001 De Luxe Marble Inlaid—A Gauge (Size of Large Block—6" x 6") 2 yards wide only



No. 13010 De Luxe Marble Inlaid—A Gauge (Size of Blocks—6" x 6") 2 yards wide only



No. 13011 De Luxe Marble Inlaid—A Gauge (Size of Blocks—6" x 6") 2 yards wide only



No. 13013 De Luxe Marble Inlaid—A Gauge (Size of Blocks—6" x 6") 2 yards wide only



No. 13020 De Luxe Marble Inlaid—A Gauge (Size of Blocks—9" x 9") 2 yards wide only



No. 13021 De Luxe Marble Inlaid—A Gauge (Size of Blocks—9" x 9") 2 yards wide only



No. 13040 De Luxe Marble Inlaid—A Gauge (Size of Blocks—3" x 3") 2 yards wide only



No. 13070 De Luxe Marble Inlaid—A Gauge (Size of Blocks—4½" x 4½") 2 yards wide only



No. 13090 De Luxe Marble Inlaid—A Gauge (Plate shows 18" x 18" section) 2 yards wide only

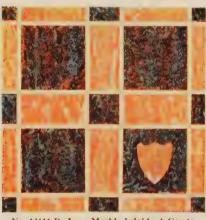
ARMSTRONG'S DE LUXE MARBLE INLAID LINOLEUM



No. 13091 De Luxe Marble Inlaid—A Gauge (Plate shows 18" x 18" section) 2 yards wide only



No. 13110 De Luxe Marble Inlaid—A Gauge (Plate shows 18" x 18" section) 2 yards wide only



No. 13111 De Luxe Marble Inlaid—A Gauge (Plate shows 18" x 18" section) 2 yards wide only



No. 13120 De Luxe Marble Inlaid—A Gauge (Plate shows 18" x 18" section) 2 yards wide only



No. 13121 De Luxe Marble Infaid—A Gauge (Plate shows 18" x 18" section) 2 yards wide only



No. 13122 De Luxe Marble Inlaid—A Gauge (Plate shows 18" x 18" section) 2 yards wide only

THE new line of B Gauge De Luxe Marble Inlaid includes sixteen patterns and colorings, eleven presented for the first time this year. In glancing over these patterns you will be especially interested in the predominance of light colors, such as rose and blue, as well as bright colors, such as green and orange. These smart new De Luxe Marble Inlaid effects are offered especially to meet the need for colorful floors in step with the modern trend toward both lighter and gaver colorings in home furnishings. Customers who are building new homes, redecorating

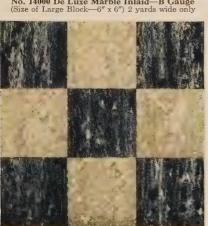
their rooms, or planning smart modern offices or shops will find the new style designs in B Gauge De Luxe Marble Inlaid Linoleum of particular interest.

Like the A Gauge De Luxe Line, all of these patterns are made on the Rotary Inlaid machine. Presented for the first time last year in the Armstrong Line, they have been accepted as an exceptional value in linoleum.

For borders be sure to use B Gauge Plain with A Gauge De Luxe Inlaid and C Gauge Plain with B Gauge De Luxe Inlaid.



No. 14000 De Luxe Marble Inlaid—B Gauge



No. 14010 De Luxe Marble Inlaid—B Gauge (Size of Blocks—6" x 6") 2 yards wide only



No. 14001 De Luxe Marble Inlaid-B Gauge (Size of Large Block-6" x 6") 2 yards wide only



No. 14011 De Luxe Marble Inlaid—B Gauge (Size of Blocks—6" x 6") 2 yards wide only



No. 14021 De Luxe Marble Inlaid—B Gauge (Size of Blocks—4½" x 4½") 2 yards wide only



No. 14023 De Luxe Marble Inlaid—B Gauge (Size of Blocks—4 ½" x 4½") 2 yards wide only



No. 14025 De Luxe Marble Inlaid—B Gauge (Plate shows 18" x 18" section) 2 yards wide only



No. 14080 De Luxe Marble Inlaid—B Gauge (Plate shows 18" x 18" section) 2 yards wide only



No. 14081 De Luxe Marble Inlaid—B Gauge (Plate shows 18" x 18" section) 2 yards wide only



No. 14090 De Luxe Marble Inlaid—B Gauge (Plate shows 18" x 18" section) 2 yards wide only



No. 14091 De Luxe Marble Inlaid—B Gauge (Plate shows 18" x 18" section) 2 yards wide only



No. 14110 De Luxe Marble Inlaid—B Gauge (Plate shows 18" x 18" section) 2 yards wide only



No. 14120 De Luxe Marble Inlaid—B Gauge (Plate shows 18" x 18" section) 2 yards wide only



No. 14121 De Luxe Marble Inlaid—B Gauge (Plate shows 18" x 18" section) 2 yards wide only



No. 14122 De Luxe Marble Inlaid—B Gauge (Plate shows 18" x 18" section) 2 yards wide only



No. 14130 De Luxe Marble Inlaid—B Gauge (Plate shows 18" x 18" section) 2 yards wide only

Straight Line Patterns in Unusual Colorings

POR many years the Armstrong Line has been noted for the quality and variety of its Straight Line Inlaid designs. It has been a matter of pride with the makers of Armstrong's Linoleum to use only clean, selected cork, ground to superfineness; chemically tested, preoxidized linseed oil; and color pigments selected with meticulous care; and to make a special effort to avoid open joints and other defects that might mar the perfection of the finished linoleum. As a result, Armstrong's Straight Line Inlaids have acquired a reputation for quality.



No. 225 Straight Line Inlaid—A Gauge (Plate shows 18" x 18" section) 2 yards wide only



No. 245 Straight Line Inlaid—A Gauge (Size of Blocks—6" x 6") 2 yards wide only

Included in the current line of Straight Line Inlaids are twelve A Gauge numbers, seven presented for the first time this season, and fourteen D Gauge patterns.

The new colorings suggest many uses, such as floors for modern kitchens, with gay-colored woodwork, wallpaper, kitchen cabinets, stoves, and even pots and pans; floors planned for modern bathrooms, with smart new colorings in plumbing fixtures and equipment; floors planned for smart offices and shops. Green, orange, lavender, and other new color-notes have been introduced.



No. 226 Straight Line Inlaid—A Gauge (Plate shows 18" x 18" section) 2 yards wide only



No. 246 Straight Line Inlaid—A Gauge (Size of Blocks—6" x 6") 2 yards wide only

ARMSTRONG'S STRAIGHT LINE INLAID LINOLEUM



No. 274 Straight Line Inlaid—A Gauge (Plate shows 18" x 18" section) 2 yards wide only



No. 429 Straight Line Inlaid—A Gauge (Plate shows 18" x 18" section) 2 yards wide only



No. 452 Straight Line Inlaid—A Gauge (Plate shows 18" x 18" section) 2 yards wide only



No. 453 Straight Line Inlaid—A Gauge (Plate shows 18" x 18" section) 2 yards wide only



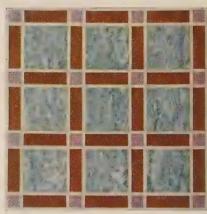
No. 454 Straight Line Inlaid—A Gauge (Plate shows 18" x 18" section) 2 yards wide only



No. 490 Straight Line Inlaid—A Gauge (Plate shows 18" x 18" section) 2 yards wide only



No. 491 Straight Line Inlaid—A Gauge (Plate shows 18" x 18" section) 2 yards wide only



No. 500 Straight Line Inlaid—A Gauge (Plate shows 18" x 18" section) 2 yards wide only



No. 0277 Straight Line Inlaid—D Gauge (Size of Blocks—about 3" x 3") 2 yards wide only



No. 0278 Straight Line Inlaid—D Gauge (Size of Blocks—about 3" x 3") 2 yards wide only



No. 0282 Straight Line Inlaid—D Gauge (Size of Blocks—4½" x 4½") 2 yards wide only



No. 0284 Straight Line Inlaid—D Gauge (Size of Blocks—4 1/2" x 4 1/2") 2 yards wide only

ARMSTRONG'S STRAIGHT LINE INLAID LINOLEUM



No. 0285 Straight Line Inlaid—D Gauge (Size of Blocks—4½" x 4½") 2 yards wide only



No. 0286 Straight Line Inlaid—D Gauge (Size of Blocks—4½" x 4½") 2 yards wide only



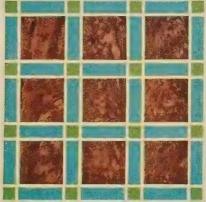
No. 0310 Straight Line Inlaid—D Gauge (Plate shows 18" x 18" section) 2 yards wide only



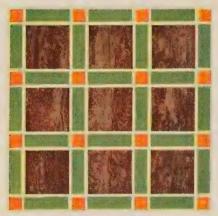
No. 0320 Straight Line Inlaid—D Gauge (Plate shows 18" x 18" section) 2 yards wide only



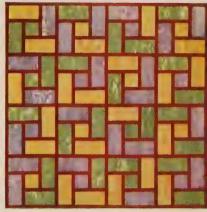
No. 0321 Straight Line Inlaid—D Gauge (Plate shows 18" x 18" section) 2 yards wide only



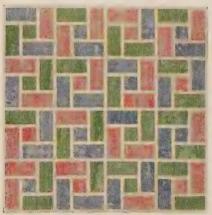
No. 0330 Straight Line Inlaid—D Gauge (Plate shows 18" x 18" section) 2 yards wide only



No. 0331 Straight Line Inlaid—D Gauge (Plate shows 18" x 18" section) 2 yards wide only



No. 0340 Straight Line Inlaid—D Gauge (Plate shows 18" x 18" section) 2 yards wide only



No. 0341 Straight Line Inlaid—D Gauge (Plate shows 18" x 18" section) 2 yards wide only



No. 0350 Straight Line Inlaid—D Gauge (Plate shows 18" x 18" section) 2 yards wide only

ZGAUGE Straight Line Inlaid Linoleum, for the customer of discerning taste but modest pocket-book, was introduced into the Armstrong Line several years ago and has proved a satisfactory material for kitchen, pantry, breakfast-room, bathroom, bedroom, sewing-room, and other household uses.

There are thirteen Z Gauge patterns in the current Armstrong Line, six presented for the first time this season. New colorings, such as lavender, rose, green, and orange, and the use of colored interliners enliven the new patterns.

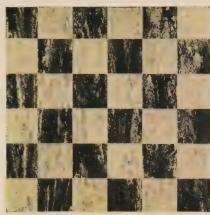


No. 1500 Straight Line Inlaid—Z Gauge (Size of Blocks—3" x 3") 2 yards wide only

ARMSTRONG'S STRAIGHT LINE INLAID LINOLEUM



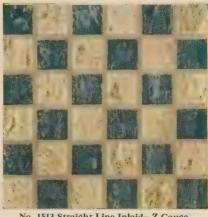
No. 1504 Straight Line Inlaid—Z Gauge (Size of Blocks—3" x 3") 2 yards wide only



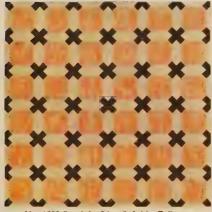
No. 1505 Straight Line Inlaid—Z Gauge (Size of Blocks—3" x 3") 2 yards wide only



No. 1506 Straight Line Inlaid—Z Gauge (Size of Blocks—3" x 3") 2 yards wide only



No. 1513 Straight Line Inlaid—Z Gauge (Size of Blocks—about 3" x 3") 2 yards wide only



No. 1522 Straight Line Inlaid—Z Gauge (Plate shows 18" x 18" section) 2 yards wide only



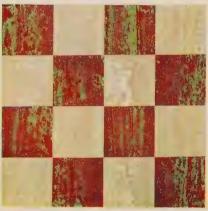
No. 1523 Straight Line Inlaid—Z Gauge (Plate shows 18" x 18" section) 2 yards wide only



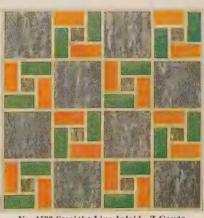
No. 1524 Straight Line Inlaid—Z Gauge (Plate shows 18" x 18" section) 2 yards wide only



No. 1560 Straight Line Inlaid—Z Gauge (Size of Blocks—4 1/2" x 4 1/2") 2 yards wide only



No. 1561 Straight Line Inlaid—Z Gauge (Size of Blocks—4 ½" x 4 ½") 2 yards wide only



No. 1590 Straight Line Inlaid—Z Gauge (Plate shows 18" x 18" section) 2 yards wide only



No. 1591 Straight Line Inlaid—Z Gauge (Plate shows 18" x 18" section) 2 yards wide only



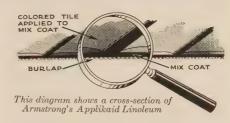
No. 1592 Straight Line Inlaid—Z Gauge (Plate shows 18" x 18" section) 2 yards wide only

Eight New Patterns in Applikaid Linoleum

EVERY one of the eight patterns in Applikaid Linoleum in the current Armstrong Line is new this season. Among the range of patterns offered are marble effects, and such interesting departures as tile designs with two-color inset figures of a particularly appealing nature.

The color effects in this new line are especially outstanding. Lavender, sunset-orange, sea-green, rose, blue, emerald-green, and other hues new to linoleum are combined in the marble blocks of many of the designs. The trend of the day is toward the acceptance of vivid color, and Armstrong's Applikaid Linoleum offers the retailer an opportunity of meeting his customers' need for smartly styled, bright-toned floors for their modern kitchens and pantries, cozy breakfast-rooms, small-house diningrooms, enclosed porches, playrooms, and nurseries, or for transforming the unused attic into a livable room.

In making Applikaid Linoleum, die-cut pattern blocks are placed in position upon a burlap back which has previously received a coat of linoleum mix. The material is then subjected to heavy pressure by calendering. This keys the blocks in position upon the linoleum mix base

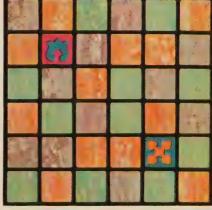


and shapes the edges with an effect quite pleasing to the eye. From the standpoint of appearance and pattern, it is an attractive floor material and it may be reasonably expected to give satisfactory service in relation to its cost. Applikaid Linoleum, therefore, can be sold readily as a reasonably priced, attractive floor material. It is not offered as Straight Line Inlaid nor as Embossed Linoleum, but as a type of linoleum having its own features and individuality.

All Armstrong's Applikaid Linoleum is offered in the B Gauge, .090 inch thick, two yards wide only, and is priced on a basis which will permit the retailer to secure an increased volume of sales from customers who desire textured linoleum effects at moderate price. Armstrong's Embossed Inlaid designs in 36-inch, A, B, and C Gauges are shown on pages 11 to 27.

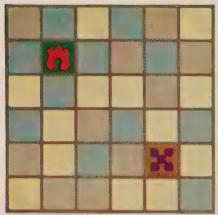


No. 15003 Applikaid Linoleum—B Gauge (Plate shows 18" x 18" section) 2 yards wide only



No. 15004 Applikaid Linoleum—B Gauge (Plate shows 18" x 18" section) 2 yards wide only

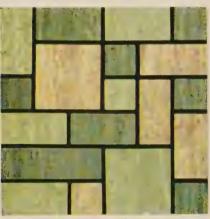
ARMSTRONG'S APPLIKAID LINOLEUM



No. 15005 Applikaid Linoleum—B Gauge (Plate shows 18" x 18" section) 2 yards wide only



No. 15023 Applikaid Linoleum—B Gauge (Plate shows 18" x 18" section) 2 yards wide only



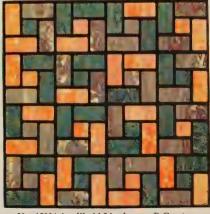
No. 15024 Applikaid Linoleum—B Gauge (Plate shows 18" x 18" section) 2 yards wide only



No. 15025 Applikaid Linoleum—B Gauge (Plate shows 18" x 18" section) 2 yards wide only



No. 15033 Applikaid Linoleum—B Gauge (Plate shows 18" x 18" section) 2 yards wide only



No. 15034 Applikaid Linoleum—B Gauge (Plate shows 18" x 18" section) 2 yards wide only

New Variety in 4-yard Wide Arabesq

THREE years ago, Arabesq Linoleum was introduced into the 1927 Line as an exclusive Armstrong development. In the making of this novelty type of floor material, a jaspé or marble inlaid linoleum base is over-printed in soft, pleasing tones with artistic oil paint patterns. This new material, neither printed nor inlaid linoleum, but sharing some of the beauty and practical advantages of both, found ready acceptance in retail stores, and the marble effects have been particularly well liked.

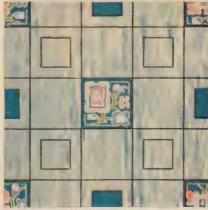
Merchants welcomed Arabesq Linoleum as an improvement on the old type of printed floor covering, and today many a colorful Arabesq design is adding to the beauty of up-to-date kitchens, pleasant nurseries and bedrooms, attics, playrooms, breakfast rooms, and other places where a floor covering gay in color, easy to clean, and reasonable in cost is desired.

The current line of Arabesq Linoleum includes ten patterns, four offered for the first time.

A new departure this year is the manufacture of certain three-color patterns with a marble base in the four-yard width. All Arabesq Linoleum is made by the Accolac Process.



No. 9301 Arabesq



No. 9310 Arabesq 2 yards wide only



No. 9311 Arabesq 2 yards wide only



No. 9340 Arabesq 2 yards wide only

ARMSTRONG'S ARABESQ LINOLEUM



No. 9341 Arabesq 2 yards wide only



No. 9342 Arabesq 2 yards wide only



No. 9343 Arabesq 2 yards wide only



No. 9350 Arabesq 2 and 4 yards wide



No. 9351 Arabesq 2 and 4 yards wide



No. 9352 Arabesq 2 and 4 yards wide

Every Printed Pattern Made by Accolac Process

FOR many years the Armstrong Line has been known for the variety and interest of its printed linoleum patterns. Even today, when the thinner gauges of inlaid linoleum on the one hand and the heavy Armstrong's Quaker Floor Covering on the other offer an increased variety of selection for the floor-covering purchaser of moderate income, printed linoleum continues to occupy an important place in the well-balanced linoleum stock.

As you glance through the thirty-five designs in the 1930 Line, fourteen presented for the first time this year, you will be especially impressed with the lavish use of color. There are patterns in vivid green, in brilliant orange, in pastel shades of lavender, rose, and blue—patterns to satisfy the modern vogue for variety of color in the kitchen.

In the making of printed linoleum, clean, finely ground cork and preoxidized linseed oil are combined on a base of sturdy burlap, forming a resilient foundation on which the patterns are applied in heavy, dirtresisting oil paints. Every design in the 1930 Line of Armstrong's Printed Linoleum is made by the Accolac Process, which completes each pattern with a surface of extraordinary smoothness, brightness, and nonspotting qualities.

What Is Accolac?

As a final step in the making of Armstrong's Linoleum and strong's Quaker Rugs and Floor Covering, the material is subjected to the Accolac Process which seals the surface of the goods with a special nitro-cellulose lacquer made under an Armstrong formula. The surface is thoroughly permeated in such a manner that the lacquer becomes an integral part of the goods, penetrating far enough to insure a permanent bond. The Accolac formula was developed to provide a clear lacquer that is flexible, that does not peel off, and that is especially dirt-resistant. The finish can be renewed upon occasion by the application of Armstrong's Linoleum Lacquer, especially made for this purpose.

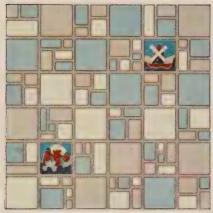
The Accolac Process protects linoleum against dirt and dust, effectively prevents the penetration of traffic grime, and provides a smooth surface particularly easy to clean, thereby adding materially to both the sales and housekeeping features of Armstrong's floor materials.



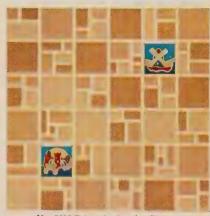
No. 8065 Printed—Accolac Process 2 yards wide only



No. 8086 Printed—Accolac Process 2, 3, and 4 yards wide



No. 8094 Printed—Accolac Process 2 and 4 yards wide



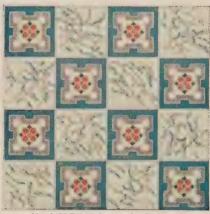
No. 8095 Printed—Accolac Process 2 and 4 yards wide



No. 8113 Printed—Accolac Process 2 and 4 yards wide



No. 8114 Printed—Accolac Process 2 and 4 yards wide



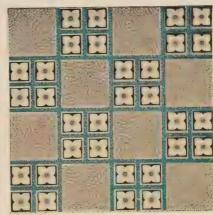
No. 8125 Printed —Accolac Process 2 and 4 yards wide



No. 8126 Printed—Accolac Process 2 and 4 yards wide



No. 8217 Printed—Accolac Process 2, 3, and 4 yards wide



No. 8445 Printed—Accolac Process 2 and 4 yards wide



No. 8465 Printed—Accolac Process 2 and 4 yards wide



No. 8475 Printed—Accolac Process 2 and 4 yards wide



No. 8476 Printed—Accolac Process 2 and 4 yards wide



No. 8477 Printed—Accolac Process 2 and 4 yards wide

ARMSTRONG'S PRINTED LINOLEUM—ACCOLAC PROCESS



No. 8478 Printed—Accolac Process 2 and 4 yards wide



No. 8487 Printed—Accolac Process 2 yards wide only



No. 8496 Printed—Accolac Process 2 and 4 yards wide



No. 8505 Printed—Accolac Process 2 yards wide only



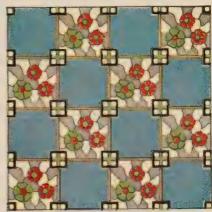
No. 8506 Printed—Accolac Process 2 yards wide only



No. 8510 Printed—Accolac Process 2 yards wide only



No. 8511 Printed—Accolac Process 2 yards wide only



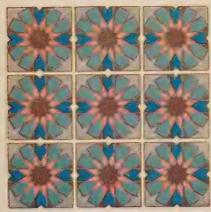
No. 8525 Printed—Accolac Process 2, 3, and 4 yards wide



No. 8526 Printed -Accolac Process 2 and 4 yards wide



No. 8527 Printed—Accolac Process 2 and 4 yards wide



No. 8535 Printed—Accolac Process 2 yards wide only



No. 8536 Printed—Accolac Process 2 yards wide only

ARMSTRONG'S PRINTED LINOLEUM—ACCOLAC PROCESS



No. 8545 Printed—Accolac Process 2, 3, and 4 yards wide



No. 8546 Printed—Accolac Process 2 and 4 yards wide



No. 8547 Printed—Accolac Process 2, 3, and 4 yards wide



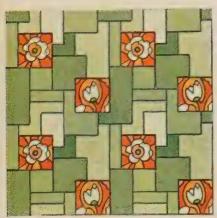
No. 8555 Printed—Accolac Process 2 yards wide only



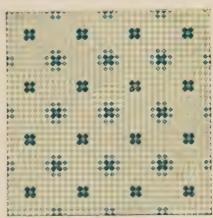
No. 8556 Printed—Accolac Process 2 yards wide only



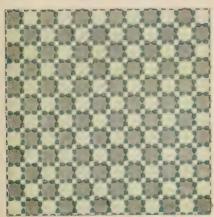
No. 8565 Printed—Accolac Process 2 yards wide only



No. 8566 Printed—Accolac Process 2 yards wide only



No. 8721 Printed—Accolac Process 2 yards wide only



No. 8962 Printed—Accolac Process 2 yards wide only



No. 100 Stair and Passage Cloth 24 inches wide only



No. 110 Stair and Passage Cloth 24 inches wide only



No. 111 Stair and Passage Cloth 24 inches wide only

ARMSTRONG'S JASPÉ STAIR AND PASSAGE CLOTH



No. S120 Jaspé Stair and Passage Cloth 24 inches wide only



No. S121 Jaspé Stair and Passage Cloth 24 inches wide only



No. S130 Jaspé Stair and Passage Cloth 24 inches wide only



No. S131 Jaspé Stair and Passage Cloth 24 inches wide only



No. S132 Jaspé Stair and Passage Cloth 24 inches wide only



No. S133 Jaspé Stair and Passage Cloth 24 inches wide only

Many New Developments in Felt-Base Line

AN entirely new type of printed floor coverings in three distinct textures known as the Decoresq Series, and a group of 20 new patterns in Armstrong's Quaker Floor Covering—Sterling Series, and 13 new patterns among the 21 designs in Standard-Felt Floor Covering—these are the features of the most unusual, complete, and varied line of low-priced floor coverings ever presented by the makers of Armstrong's Linoleum.

Decoresq a New Type

Retailers will be quick to sense the merchandising advantages of the new group of patterns in Armstrong's Quaker Floor Covering known as Decoresq. Special machinery has been built at the Armstrong factory for the manufacture of this new line of superior Quaker Floor Covering which includes three distinct types—textured, shaded, and spattered.

The so-called "spattered" and "textured" effects in several of the Decoresq Series break away from the old-time printed floor-covering designs and achieve softened and

very lovely effects.

In the shaded designs included in the Decoresq Series, the tiles blend gradually from color to color in an effect very similar to burned ceramics. Never before in felt-base or linoleum has it been possible to achieve a genuine shaded tile, but there is no perceptible line between the colorings in this new type of floor material.

Textured, shaded, and spattered—the entire Decoresq group of patterns is one of the most outstanding sections in the 1930 Armstrong Line. The Decoresq Series of Armstrong's Quaker Rugs is shown in Book II—Rugs.

Certain patterns in the Sterling line of Armstrong's Quaker Floor Covering are manufactured 3¾ yards wide. This is the only wide felt-base floor covering on the market, and merchants who have found it profitable to sell four-yard-wide linoleum will welcome this new 3¾-yard-wide Armstrong's Quaker Floor Covering, which can be cut to fit many rooms without a single seam.

All Armstrong's Quaker Rugs and Floor Covering are manufactured on a foundation of heavy felt made in the Armstrong factory at Fulton, N. Y., and then saturated with asphalt in the new plant erected for the purpose at the Armstrong factory in Lancaster. Every step in the process of manufacturing Armstrong's Quaker Rugs and Floor Covering, from raw materials to the finished product, is directly controlled by one organization, a fact which has a material effect in assuring the standard quality of Armstrong's Quaker floor materials.

Radio and Magazine Advertising

Wide variety of patterns, especially high quality, and an advertised, well-known name are combined in the Armstrong Quaker Line.

From coast to coast, wherever there are homes, wherever there are radios, the Armstrong Quaker Girl and her friends, the Armstrong Quakers, are welcome guests every Friday night. In thousands of homes the country over, children have received the Quaker Girl's Jig Saw Puzzle offered in six advertisements in the American Weekly, the Sunday magazine section of seventeen newspapers. after month in standard magazines such as the Saturday Evening Post and the Ladies' Home Journal your customers read of the merits of Armstrong's Quaker Rugs.

This strong advertising program has built up a reputation of merit for the Armstrong Line of Quaker Rugs and Floor Covering, and you will find that your customers know of these materials and are ready to accept

them as quality products.

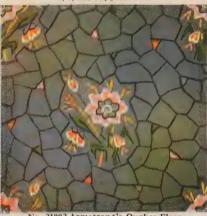
ARMSTRONG'S QUAKER FLOOR COVERING—DECORESQ SERIES



No. 21000 Armstrong's Quaker Floor Covering—Decoresq Series 2, 3, and 3¾ yards wide



No. 21001 Armstrong's Quaker Floor Covering—Decoresq Series 2 yards wide only



No. 21002 Armstrong's Quaker Floor Covering—Decoresq Series 2, 3, and 3¾ yards wide



No. 21010 Armstrong's Quaker Floor Covering—Decoresq Series 2 and 33/4 yards wide



No. 21011 Armstrong's Quaker Floor Covering—Decoresq Series 2, 3, and 3¾ yards wide



No. 21012 Armstrong's Quaker Floor Covering—Decoresq Series 2, 3, and 3¾ yards wide

ARMSTRONG'S QUAKER FLOOR COVERING—DECORESQ SERIES



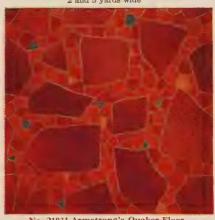
No. 21020 Armstrong's Quaker Floor Covering—Decoresq Series 2, 3, and 3¾ yards wide



No. 21021 Armstrong's Quaker Floor Covering—Decoresq Series 2 and 3 yards wide



No. 21030 Armstrong's Quaker Floor Covering—Decoresq Series 2 yards wide only



No. 21031 Armstrong's Quaker Floor Covering—Decoresq Series 2 yards wide only



No. 21040 Armstrong's Quaker Floor Covering—Decoresq Series 2 and 3 yards wide



No. 21041 Armstrong's Quaker Floor Covering—Decoresq Series 2, 3, and 3¾ yards wide



No. 21050 Armstrong's Quaker Floor Covering—Decoresq Series 2 yards wide only



No. 21060 Armstrong's Quaker Floor Covering—Decoresq Series 2 yards wide only



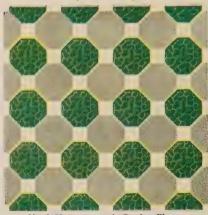
No. 2170 Armstrong's Quaker Floor Covering—Sterling Series 2, 3, and 3¾ yards wide



No. 21051 Armstrong's Quaker Floor Covering—Decoresq Series 2 yards wide only



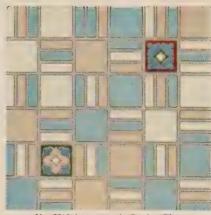
No. 21061 Armstrong's Quaker Floor Covering—Decoresq Series 2 yards wide only



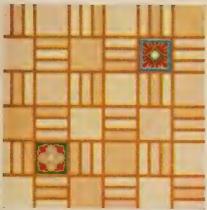
No. 2172 Armstrong's Quaker Floor Covering—Sterling Series 2 yards wide only



No. 2221 Armstrong's Quaker Floor Covering—Sterling Series 2 yards wide only



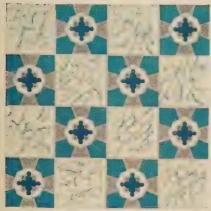
No. 2260 Armstrong's Quaker Floor Covering—Sterling Series 2 and 3 yards wide



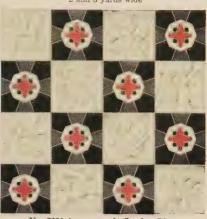
No. 2261 Armstrong's Quaker Floor Covering—Sterling Series 2 yards wide only



No. 2271 Armstrong's Quaker Floor Covering—Sterling Series 2 and 3 yards wide



No. 2290 Armstrong's Quaker Floor Covering—Sterling Series 2, 3, and 3¾ yards wide



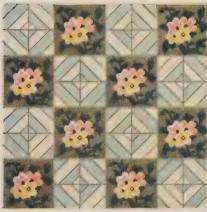
No. 2291 Armstrong's Quaker Floor Covering—Sterling Series 2 yards wide only



No. 2310 Armstrong's Quaker Floor Covering—Sterling Series 2 and 3 yards wide



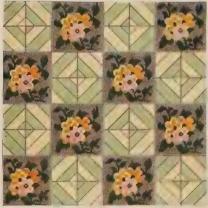
No. 2311 Armstrong's Quaker Floor Covering—Sterling Series 2 and 3 yards wide



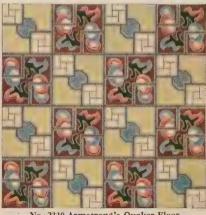
No. 2320 Armstrong's Quaker Floor Covering—Sterling Series 2 and 3 yards wide



No. 2321 Armstrong's Quaker Floor Covering—Sterling Series 2 yards wide only



No. 2322 Armstrong's Quaker Floor Covering—Sterling Series 2 yards wide only



No. 2330 Armstrong's Quaker Floor Covering—Sterling Series 2 yards wide only



No. 2331 Armstrong's Quaker Floor Covering—Sterling Series 2, 3, and 3¾ yards wide



No. 2332 Armstrong's Quaker Floor Covering—Sterling Series 2 and 3 yards wide



No. 2340 Armstrong's Quaker Floor Covering—Sterling Series 2 yards wide only



No. 2341 Armstrong's Quaker Floor Covering—Sterling Series 2 yards wide only



No. 2350 Armstrong's Quaker Floor Covering—Sterling Series 2 and 334 yards wide



No. 2351 Armstrong's Quaker Floor Covering—Sterling Series 2 yards wide only



No. 2352 Armstrong's Quaker Floor Covering—Sterling Series 2, 3, and 3¾ yards wide



No. 2361 Armstrong's Quaker Floor Covering—Sterling Series 2 and 3 yards wide



No. 2370 Armstrong's Quaker Floor Covering—Sterling Series 2 yards wide only



No. 2372 Armstrong's Quaker Floor Covering—Sterling Series 2 yards wide only



No. 2380 Armstrong's Quaker Floor Covering—Sterling Series 2 and 3 yards wide



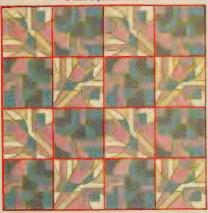
No. 2381 Armstrong's Quaker Floor Covering—Sterling Series 2 and 3 yards wide



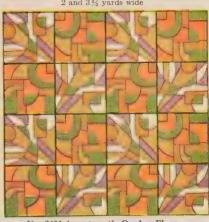
No. 2382 Armstrong's Quaker Floor Covering—Sterling Series 2 and 3 yards wide



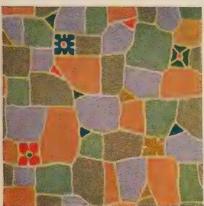
No. 2390 Armstrong's Quaker Floor Covering—Sterling Series 2 and 3¾ yards wide



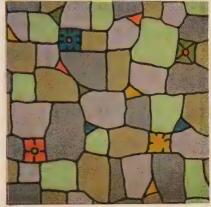
No. 2400 Armstrong's Quaker Floor Covering—Sterling Series 2 yards wide only



No. 2401 Armstrong's Quaker Floor Covering—Sterling Series 2 yards wide only



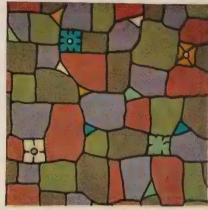
No. 2410 Armstrong's Quaker Floor Covering—Sterling Series 2, 3, and 3¾ yards wide



No. 2411 Armstrong's Quaker Floor Covering—Sterling Series 2, 3, and 3¾ yards wide



No. 2412 Armstrong's Quaker Floor Covering—Sterling Series 2, 3, and 3¾ yards wide



No. 2413 Armstrong's Quaker Floor Covering—Sterling Series 2, 3, and 3¾ yards wide



No. 2420 Armstrong's Quaker Floor Covering—Sterling Series 2 yards wide only



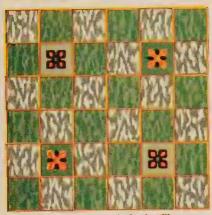
No. 2421 Armstrong's Quaker Floor Covering—Sterling Series 2 yards wide only



No. 2430 Armstrong's Quaker Floor Covering—Sterling Series 2 and 3 yards wide



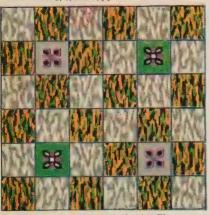
No. 2431 Armstrong's Quaker Floor Covering—Sterling Series 2 and 3¾ yards wide



No. 2440 Armstrong's Quaker Floor Covering—Sterling Series 2, 3, and 3¾ yards wide



No. 2441 Armstrong's Quaker Floor Covering—Sterling Series 2, 3, and 3¾ yards wide



No. 2442 Armstrong's Quaker Floor Covering—Sterling Series 2 yards wide only



No. 2450 Armstrong's Quaker Floor Covering—Sterling Series 2 and 3¾ yards wide



No. 2451 Armstrong's Quaker Floor Covering—Sterling Series 2 and 3 yards wide



No. 2452 Armstrong's Quaker Floor Covering—Sterling Series 2 yards wide only

21 Patterns in New Standard-Felt Line

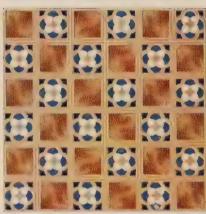
THERE are twenty-one patterns in the 1930 Line of Armstrong's Standard-Felt Floor Covering, thirteen presented for the first time this season. The new effects, like those in every section of the current Armstrong Line, are notable particularly for the introduction of novel colorings—blue, green, lavender, red, orange, and other bright, attractive colors arranged in interesting combinations.

All Armstrong's Standard-Felt Floor Covering is manufactured on a foundation of saturated felt, and the patterns are carefully printed in oil paints. It differs from Armstrong's Quaker Floor Covering in that it is not made by the Accolac Process and is printed on a slightly lighter weight of felt. It is therefore to be considered as an exceptionally satisfactory grade of felt-base, taking its place between the high-grade Quaker line and the many cheap lines of piece goods now on the market.

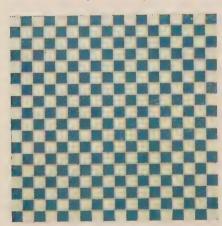
Your customers will find Standard-Felt Floor Covering a practical floor material at the lowest price consistent with uniform quality. Standard-Felt Rugs appear in the Rug Book.



No. 12040 Standard-Felt Floor Covering 2 yards wide only



No. 12041 Standard-Felt Floor Covering 2 and 3 yards wide



No. 12090 Standard-Felt Floor Covering 2 yards wide only



No. 12100 Standard-Felt Floor Covering
2 vards wide only



No. 12101 Standard-Felt Floor Covering 2 yards wide only



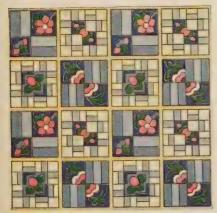
No. 12110 Standard-Felt Floor Covering 2, 3, and 3¾ yards wide



No. 12111 Standard-Felt Floor Covering 2 yards wide only



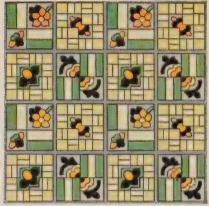
No. 12112 Standard-Felt Floor Covering 2, 3, and 3¾ yards wide



No. 12120 Standard-Felt Floor Covering 2, 3, and 3 1/4 yards wide



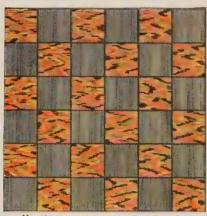
No. 12121 Standard-Felt Floor Covering 2 yards wide only



12122 Standard-Felt Floor Covering , 2, 3, and 3¾ yards wide



No. 12130 Standard-Felt Floor Covering 2, 3, and 3¾ yards wide



No. 12131 Standard-Felt Floor Covering 2 yards wide only



No. 12132 Standard-Felt Floor Covering 2, 3, and 334 yards wide



No. 12140 Standard-Felt Floor Covering 2 yards wide only



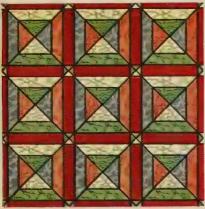
No. 12141 Standard-Felt Floor Covering 2 and 3 yards wide



No. 12150 Standard-Felt Floor Covering 2 and 3 yards wide



No. 12151 Standard-Felt Floor Covering 2 and 3 yards wide



No. 12152 Standard-Felt Floor Covering 2 and 3 yards wide



No. 12160 Standard-Felt Floor Covering 2 yards wide only



No. 12161 Standard-Felt Floor Covering 2 yards wide only

Rug Border Designs

THE patterns in Armstrong's Felt-Base Rug Border, not finished by the Accolac Process, are printed on a good grade of saturated felt in durable, glossy varnish finish oil paints. Two designs are also available in a dull finish—No. 56, which is similar to glossy finish No. 50, and No. 57, similar to No. 51. There are eight patterns, seven made 24 inches and 36 inches wide, two designs also made 2 yards wide, and No. 55 manufactured 2 yards wide only, without a border, for use from wall to wall.

ARMSTRONG'S QUAKER PASSAGE CLOTH



No. P200 Armstrong's Quaker Passage Cloth 24 inches wide only



No. P201 Armstrong's Quaker Passage Cloth 24 inches wide only



No. P202 Armstrong's Quaker Passage Cloth 24 inches wide only



No. P203 Armstrong's Quaker Passage Cloth 24 inches wide only



No. 50 Felt-Base Rug Border 24 in., 36 in., and 2 yds. wide Also in dull finish No. 56, 24 in. and 36 in. wide



No. 51 Felt-Base Rug Border 24 in. and 36 in. wide Also in dull finish No. 57, 24 in. and 36 in. wide



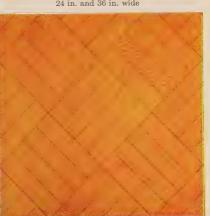
No. 52 Felt-Base Rug Border 24 in., 36 in., and 2 yds. wide



No. 53 Felt-Base Rug Border 24 in. and 36 in. wide



No. 54 Felt-Base Rug Border 24 in. and 36 in. wide



No. 55 Felt-Base Rug Border 2 yards wide only, without border

Free Instruction in Permanent Laying

To ASSIST retailers in training their linoleum layers in the approved felt layer method of installing permanent linoleum floors, every Armstrong branch office has offered the services of a trained linoleum-laying instructor for several years. These linoleum-laying instructors are not only expert layers who can give your men short cuts and advice on how to lay floors by the popular felt layer method, but they are also able to suggest ways of creating individual linoleum floors by means of single borders, double borders, triple bor-

ders, Linosets, feature panels, and similar devices. There are few linoleum layers who cannot learn new tricks of the trade from these expert and experienced instructors. You are welcome to call the nearest Armstrong branch office and arrange to be placed on schedule for a visit from the laying instructor.

Retailers are also invited to send linoleum layers to Lancaster for a course in the Armstrong Laying School, including the installation of permanent linoleum floors, bordered floors, Linostrips, and Linosets.

Shipping Weights of Armstrong Floor Products

Width Gauge Yards		Average crated wt. per roll of 30 lin. yds.		Average Average crated wtw. per per roll sq. yd. of 30 in lbs. lin. yds.
Battleship—¼-inch 2	16.8	1010	Straight Line Inlaid-Z	AM ADDI AMA JUDI
Battleship—6mm2	16.0	962	Gauge 2	5.3 318
Battleship—3/16-inch 2	12.4	744	Embossed Inlaid De Luxe —	0.0 010
Light Battleship 2	9.1	547	A Gauge 2	9.5 572
Plain—A Gauge 2	9.5	571	Embossed Inlaid—3/16-inch. 2	13.7 824
Plain—B Gauge 2	8.2	491	Embossed Inlaid—A Gauge. 2	9.5 572
Plain—C Gauge 2	6.5	391	Embossed Inlaid—B Gauge. 2	7.6 455
Plain—D Gauge 2	5.4	326	Embossed Inlaid—C Gauge. 2	5.9 355
Cork Carpet—XXX 2	9.7	582	Embossed Inlaid —C Gauge. 4	5.9 715
Cork Carpet—XX	8.8	530	Applikaid 2	7.3 437
Jaspé—6mm	15.5	932	Arabesq	4.9 294
Jaspé—3/16-inch	12.5	750	Arabesq4	4.9 583
Jaspé—A Gauge 2	9.6	577	Printed—Accolac Process 2	4.7 282
Jaspé—B Gauge	8.1	485	Printed—Accolac Process 3	4.6 414
Jaspé—C Gauge 2	6.6	397	Printed—Accolac Process 4	4.6 559
Handmade Marble Inlaid—	110	000	Stair Cloth (Linoleum) 2/3	3.8 77
Lt. Battleship 2	11.6	698	Jaspé Stair Cloth	4.6 93
Handmade Marble Inlaid—	10.4	222	Quaker Passage Cloth 2/3	4.6 91
A Gauge 2	10.4	620	Quaker Floor Covering 2	4.6 272
Marble Border—Lt. Battle-	44.0	200	Quaker Floor Covering 3	4.5 401†
ship 2	11.6	698	Quaker Floor Covering 334	4.5 505†
Marble Border—A Gauge. 2	10.2	614	*Standard-Felt Floor Cover-	
De Luxe Marble Inlaid—	40.4	000	ing 2	3.3 198
A Gauge 2	10.4	620	Standard-Felt Floor Cover-	0.0
De Luxe Marble Inlaid—B	70	400	ing	3.8 342†
Gauge	7.8 11.6	469 698		0.0 400
Early American Floor 2	7.9	473	ing	3.8 429
Oak Plank Inlaid 2	10.2	613	*Felt-Base Rug Border 2/3	2.7** 108‡
Parquetry Inlaid 2	6.9	419	*Felt-Base Rug Border 1	2.7 162‡
Granite Inlaid—B Gauge 2	5.9	355	*Felt-Base Rug Border 2	2.7 162
Granite Inlaid—C Gauge. 2	0.9	999	*Wronned in heavy names for abis	
Straight Line Inlaid—A	10.1	607	*Wrapped in heavy paper for ship	
Gauge	10.1	007	Weight on the basis of 20 lineal-y	ara ron
Straight Line Inlaid-D	6.0	362	**Weight of % square yard ‡Weight on the basis of 60 lineal-y	J11
Gauge 2	0.0	902	4 weight on the basis of oo linear-y	yaru ron

Shipping Weights of Sundries

Shipping weigh	its of Sundines
Weight	Weight
Armstrong's Lining Felt	Armstrong's Linoleum Lacquer
1 50-yard roll (36 in. wide)	1-pint cans (12 to a carton)
1 50-yard roll (45 in. wide) 96	1-quart cans (12 to a carton)
· · · · · · · · · · · · · · · · · · ·	1-gallon can (1 to a carton) 91/4
Armstrong's Linoleum Paste	1-gallon cans (4 to a carton)
1-gal. can (1 to a carton)	5-gallon can
1-gal. cans (4 to a carton)	
5-gal. pail	Armstrong's Lacquer Thinner
	½-pint cans (24 to a carton)
Armstrong's Waterproof Cement (No. 236)	1-pint cans (24 to a carton) 30
1-qt. can (1 to a carton)	341 11
1-qt. cans (24 to a box)	Miscellaneous
1-gal. can (1 to a carton)	Linoleum Rollers
1-gal. cans (4 to a carton)	Rug Sample Racks (complete with six arms,
	crated)
Armstrong's Linoleum Liquid Wax	Lacquer Brushes (12 in a cardboard box) 2 1/3
1-pint cans (24 to a box)	Unfilled Sand Bags (12 in a bundle)
1-quart cans (12 to a box)	Seam Cutters (1 in a cardboard box) 61/2
1/2-gal. cans (6 to a box)	Paste Spreader (with rubber) 1
1-gal. cans (4 to a box)	Extra Rubbers for Paste Spreaders, each 1/8
~ *	Long Blade Knives (12 in a cardboard box) 2½
Armstrong's Linoleum Paste Wax	Short Blade Knives (12 in a cardboard box) 2
1-pound cans (24 to a box)	Straight Edges (1 in a carton) 10
4-nound cans (4 to a box)	

Table of Roll Yardage Single rolls cannot be supplied larger than the maximum shown

| Square Yards | Min. Max. | Printed Linoleum 2 yards wide | 40 | 64 | Cork Carpet 2 yards wide | 40 | 64 | Cork Carpet 2 yards wide | 40 | 64 | Cork Carpet 2 yards wide | 40 | 64 | Cork Carpet 2 yards wide | 40 | 64 | Cork Carpet 2 yards wide | 40 | 64 | Cork Carpet 2 yards wide | 40 | 64 | Cork Carpet 2 yards wide | 40 | 64 | Cork Carpet 2 yards wide | 40 | 64 | Cork Carpet 2 yards wide | 40 | 64 | Cork Carpet 2 yards wide | 40 | 64 | Cork Carpet 2 yards wide | 40 | 64 | Cork Carpet 2 yards wide | 40 | 64 | Cork Carpet 2 yards wide | 40 | 64 | Cork Carpet 2 yards wide | 40 | 64 | Cork Carpet 2 yards wide | 40 | 64 | Cork Carpet 2 yards wide | 40 | 64 | Cork Carpet 2 yards wide | 40 | 64 | Cork Carpet 2 yards wide | 40 | 64 | Cork Carpet 2 yards wide | 40 | 64 | Cork Carpet 2 yards wide | 40 | 64 | Cork Carpet 2 yards wide | 40 | 64 | Cork Carpet 2 yards wide | 40 | 64 | Cork Carpet 2 yards wide | 40 | 64 | Cork Carpet 2 yards wide | 40 | 64 | Cork Carpet 2 yards wide | 40 | 64 | Cork Carpet 2 yards wide | 40 | 64 | Cork Carpet 2 yards wide | 40 | 64 | Cork Carpet 2 yards wide | 40 | 64 | Cork Carpet 2 yards wide | 40 | 64 | Cork Carpet 2 yards wide | 40 | 64 | Cork Carpet 2 yards wide | 40 | 64 | Cork Carpet 2 yards wide | 40 | 64 | Cork Carpet 2 yards wide | 40 | 64 | Cork Carpet 2 yards wide | 40 | 64 | Cork Carpet 2 yards wide | 40 | 64 | Cork Carpet 2 yards wide | 40 | 64 | Cork Carpet 2 yards wide | 40 | 64 | Cork Carpet 2 yards wide | 40 | 64 | Cork Carpet 2 yards wide | 40 | 64 | Cork Carpet 2 yards wide | 40 | 64 | Cork Carpet 2 yards wide | 40 | 64 | Cork Carpet 2 yards wide | 40 | 64 | Cork Carpet 2 yards wide | 40 | 64 | Cork Carpet 2 yards wide | 40 | 64 | Cork Carpet 2 yards wide | 40 | 64 | Cork Carpet 2 yards wide | 40 | 64 | Cork Carpet 2 yards wide | 40 | 64 | Cork Carpet 2 yards wide | 40 | 64 | Cork Carpet 2 yards wide | 40 | 64 | Cork Carpet 2 yards wide | 40 | 64 | Cork Carpet 2 yards wide | 40 | 64 | Cork Carpet 2 yards wide | 40 | 64 | Cork Carpet 2 yards wide | 40 | 64 | Cork Carpet 2

Note.—Crated weights given are averages only, but accurate enough for estimating freight. There may be slight variations in the weight of crated rolls, due to permissible variations in gauge (.005 inch plus or minus), differences in yardage of rolls, and in weight of crating lumber.

A Complete Free Selling Helps Service

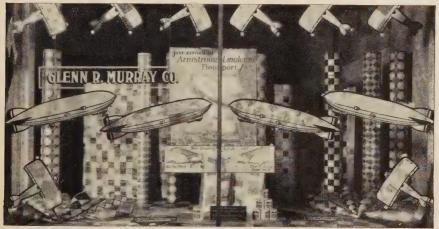
CHARACTER in patterns, dependable standards for manufacturing quality, prompt deliveries through efficient wholesalers, magazine, newspaper, and radio advertising—all these things help the merchant who sells the Armstrong Line. But still another force is ready to work for him—a complete selling helps service, prepared by trained advertising copy writers and window-display designers who know merchandising problems.

Among the advertising materials available for use by every Armstrong retailer are:

- 1. Loan displays. Each season several handsome new displays for store windows are routed from merchant to merchant for a week's showing in each store. These displays are welcomed and used by stores the country over, and wherever they go merchants report that they build increased sales.
- 2. Paper window trims. Every season two new paper pattern window trims are designed and mailed free upon request to thousands of retailers. Recent popular displays of this type have included the "Armstrong's Linoleum Floorport" display, for which small airplanes and

Zeppelins were died out of linoleum patterns, the Armstrong Football Window Display, and the Radio Tower Window Trim. Window cards, window transfer signs, streamers, cutout displays for use in windows as well as in floor covering departments, and similar materials are available.

- 3. Advertising cuts. Mats or electros for retail advertisements of Armstrong's Linoleum and Armstrong's Quaker Rugs and Floor Covering will be mailed, upon request, to any retailer. The Armstrong Advertising Department will also gladly coöperate in preparing advertising for special events or supplying any retailer with a regular advertising copy and mat service.
- 4. Leaflets for distribution to customers. An assortment of small leaflets and folders on linoleum, linoleum laying, care of linoleum floors, Armstrong's Quaker Rugs, and similar subjects is available to any merchant in limited quantities.
- 5. Store hangers, signs for the floor covering department, lantern slides and motion-picture film, suggested form letters for mailing to linoleum prospects, and other materials complete a varied and effective group of sales aids.



A typical Armstrong paper trim in a retailer's window

WHOLESALERS AND WAREHOUSING POINTS

Armstrong's Linoleum and Armstrong's Quaker Rugs and Floor Covering

and Floor Covering		
Alabama	Maryland	
BIRMINGHAM	BALTIMORE Empire Carpet Corporation BALTIMORE J. J. Haines & Co. BALTIMORE Daniel Miller Company CUMBERLAND . Cumberland Dry Goods & Notion Co.	
BISBEE William Volker & Co.	Massachusatts	
BISBEE	Boston . C. C. Bailey Co., Inc. Boston . Empire Carpet Corporation Boston . E. L. Ham Company Boston . Joseph M. O'Callaghan Co.	
Arkansas	Michigan	
FORT SMITH	DETROIT	
	DULUTH Finch, Van Slyck & McConville	
California	(Address, Home Office, St. Paul, Minn.) Wyman, Partridge & Co.	
Los Angeles. William Volker & Co. San Francisco. Walton N. Moore Dry Goods Co. San Francisco. William Volker & Co.	DULUTH	
Colorado	Missouri	
DENVER. William Volker & Co. GRAND JUNCTION. William Volker & Co. (Address, Home Office, Denver, Colo.) PUEBLO. William Volker & Co. (Address, Home Office, Denver, Colo.) Connecticut	Missouri JOPLIN	
HARTFORD Empire Carpet Corporation	Montana	
Florida Jacksonville Swindal-Powell Co. Georgia Atlanta Rosenfeld Company	MORITAN BILLINGS William Volker & Co. (Address, Home Office, Salt Lake City, Utah) BUTTE. Shiner Furniture Co. BUTTE. William Volker & Co. (Address, Home Office, Salt Lake City, Utah) GREAT FALLS William Volker & Co. (Address, Home Office, Salt Lake City, Utah) MISSOULA. Missoula Mercantile Company	
	Missoula Mercantile Company	
Boise		
Boise	CRAWFORD	
Illinois	(Address, Home Office, Kansas City, Mo.)	
Chicago	OMAHAJ. Kennard & Sons Carpet Co.	
366 West Adams St.	OMAHAOrchard & Wilhelm Co.	
CHICAGO	New Jersey PassaicJersey Carpet Co.	
SpringfieldAxtell-Kramer Co.	New Mexico	
- A	ALBUQUERQUE	
EVANSVILLE Carson Pirie Scott & Co.	(Address, Home Office, Kansas City, Mo.)	
(Address, Home Office, Chicago, III.) EvansvilleJ. Kennard & Sons Carpet Co. (Address, Home Office, St. Louis, Mo.)	New York Albany Oil Cloth Company, Inc.	
Indiana Evansville Carson Pirie Scott & Co. (Address, Home Office, Chicago, Ill.) Evansville J. Kennard & Sons Carpet Co. J. Kennard & Sons Carpet Co. Indianapolis Hibben, Hollweg & Co. Indianapolis J. Kennard & Sons Carpet Co. Logansport Joseph Taylor & Sons Richmond Adam H. Bartel Company Vincennes The Saiter-Morgan Co.	Albany Oil Cloth Company, Inc. BROOKLYN Albany Oil Cloth Company, Inc. Empire Carpet Corporation 168 Thirty-inith St. BROOKLYN Monarch Lino. & Rug Corp. 1711 Pacific St.	
VINCENNES	BUFFALO Adam, Meldrum & Anderson Co. BUFFALO Clawson & Wilson Co. NEW YORK CITY Crockett & Buss, Inc. 13 West 28th St.	
Iowa Cedar Rapids Welch-Cook-Beals Co. Des Moines Robertson-Boydston Co. Sioux City Orchard & Wilhelm Co. (Address, Home Office, Omaha, Neb.)	NEW YORK CITY Empire Carpet Corporation	
(Address, Home Omce, Omana, Neb.)	New York CityLack Carpet Co., Inc. 25 West 32nd St.	
Kansas	NEW YORK CITY Loring Lane Co.	
WICHITAInnes Wholesale Furniture Co. WICHITAWilliam Volker & Co.	NEW YORK CITY Simon Manges & Son 14-16-18 E. 32nd St. NEW YORK CITY Trorlicht-Duncker Carpet Co.	
Kentucky		
LEXINGTON. Ades-Lexington Dry Goods Co. LOUISVILLE. The Otis Hidden Co., Inc.	New York City	
Louisiana New Orleans	PORT JERVIS Almarin Phillips ROCHESTER Linoleum Distributors, Inc. SYRACUSE Columbia Distributors, Inc. UTICA Utica Linoleum & Rug Co., Inc.	
V	10 k	

WHOLESALERS AND WAREHOUSING POINTS, continued

North Carolina	Rhode Island
CHARLOTTE American Hdwe. & Equipment Co.	PROVIDENCE Ballou, Johnson & Nichols Co.
Lexington	
LEXINGTON Teeriess Drattress Co.	South Dakota
Ohio	SIOUX FALLS Sioux Falls Paint & Glass Co.
	BIOUX FALLS Bloux Falls I aim & Glass Co.
CINCINNATI	Tennessee
(Address, Home Office, Chicago, Ill.)	
CINCINNATI	CHATTANOCGA National Feather & Pillow Co.
CLEVELANDBurnham, Stoepel & Co.	(Add ess, Home Office, Nashville, Tenn.)
CLEVELAND The Godin Carpet Company	KNOXVILLE
CLEVELAND The Sterling & Welch Co.	Memphis Wm. R. Moore Dry Goods Co.
COLUMBUS	Nashville National Feather & Pillow Co.
COLUMBUS Renard Linoleum & Rug Co.	T
Mansfield The Hartman-Spreng Company	Texas
TOLEDO Burnham, Stoepel & Co.	ABILENE
(Address, Home Office, Detroit, Mich.)	(Address, Home Unice, Danas, 1ex.)
	AmarilloInnes Wholesale Furniture Co.
Oklahoma	(Address, Home Office, Wichita, Kans.)
OKLAHOMA CITY J. Kennard & Sons Carpet Co.	AMARILLO
(Address, Home Office, St. Louis, Mo.)	(Address, Home Office, Dallas, Tex.)
OKLAHOMA CITY	DallasWilliam Volker & Co.
Tulsa William Volker & Co.	EL PasoWilliam Volker & Co.
(Address, Home Office, Kansas City, Mo.)	(Address, Home Office, Kansas City, Mo.)
(12401000) 120110 0 1200) 120110 0 100)	Houston
Oregon	Wichita Falls
PORTLAND Walton N. Moore Dry Goods Co.	(Address, Home Office, Dallas, Tex.)
(Address, Home Office, San Francisco, Calif.)	TT. 1
PORTLAND	Utah
FORTLAND William Volker & Co.	OGDEN Boyle Furniture Co.
Pennsylvania	Salt Lake CityWilliam Volker & Co.
	\$7 4
ALLENTOWNRoyal Wholesale Company	Vermont
ALLENTOWN L. H. Yeager Company	BURLINGTON The A. B. Rugg Co., Inc.
ALTOONA Anderson Paper & Twine Co.	Virginia
ALTOONA The H. C. Prutzman Co., Inc.	Virginia L. Haines & Co.
ErieJoseph J. Weber	ROANOKEJ. J. Haines & Co. (Address, Home Office, Baltimore, Md.)
HUNTINGDON	(Address, Home Office, Baltimore, Md.)

Johnstown Anderson Paper & Twine Co. Johnstown Swank Hardware Company
Lancaster Herr & Company
Lancaster Reilly Bros. & Raub
Lancaster Steinman Hardware Company
Lewisburg C. Dreisbach's Sons, Inc.
PHILABELBHA C. D. Artman PHILADELPHIA......William Campbell 107 Church St. .George Geffner PHILADELPHIA. 40-42 N. 3rd St.
Landis & Co., Inc.
45 N. 3rd St.
PITTSBURGH. Arbutbnot Stab. PITTSBURGH Arbuthnot-Stephenson Co.
PITTSBURGH Felix Half & Brother, Inc.
READING Bright & Company
SCRANTON Columbia Jobbing Company
SHAMOKIN W. C. Hack & Sons
SHAMOKIN Jones Hardware Company
YORK Gehly's Carpet House, Inc.

North Carolina

SEATTLE Walton N. Moore Dry Goods Co.
(Address, Home Office, San Francisco, Calif.)
SEATTLE William Volker & Co.
SPOKANE William Volker & Co.
(Address, Home Office, Seattle, Wash.) West Virginia Charleston......Guthrie-Morris-Campbell Co.

Washington

CHARLESTON GUITITE-MOTITS-CAMPOSEI CO.
CHARLESTON Thomas, Field & Co.
CLARKSBURG The Koblegard Co.
HUNTINGTON Watts, Ritter & Company
PARKERSBURG The Brown-Kendall Company
WHEELING The John S. Naylor Co. Wisconsin

Wyoming

THE Armstrong Line is distributed through the wholesalers listed above, who maintain well-balanced warehouse stocks in important cities throughout the country. The service offered by these houses has three important features for every retailer:

1. Each wholesaler stocks patterns adapted to the territory he serves.

2. Every Armstrong wholesaler renders efficient service, acknowledging orders immediately and shipping the material desired promptly.

3. Any Armstrong wholesaler can help you buy smooth-surface floor coverings at a saving. By concentrating your entire purchases on the Armstrong Line and placing an order for a six-months season's requirements all at one time, you can frequently save enough money to pay freight and handling expenses and add something to your margin of profit.

When you have gone through this catalog carefully, the next step is to get in touch with your Armstrong wholesaler and place your order for the coming season's requirements. If you are not now buying Armstrong's Linoleum, you will find the names of the particular wholesalers serving in your territory in the above list.

Sundries Increase Linoleum Profits

Armstrong's Lining Felt

Most important in assuring satisfaction with the finished linoleum floor is the use of a dependable lining felt. Armstrong's Lining Felt is made in the Armstrong factory at Fulton. N. Y., especially for use in laying linoleum. It is a high-grade rag felt weighing 1½ pounds to the square vard, of superior flexibility, serviceability, low water absorption, and high vertical strength. The felt is supplied in fifty-yard rolls, either thirty-six or forty-five inches wide. Many linoleum layers prefer the forty-five-inch width because it is just as easy to lay as the old size, cuts time spent in laying, and makes it easier to avoid having the linoleum and felt seams coincide.

Armstrong's Linoleum Paste

Of equal importance with lining felt is the choice of proper adhesives. Armstrong's Linoleum Paste is a quick-setting and strongly adhesive paste, manufactured especially for use in linoleum laying and free from all materials injurious to linoleum.

Armstrong's Waterproof Cement

Armstrong's Waterproof Cement for sealing the seams, edges, and openings of a permanently laid linoleum floor is an especially strong adhesive, entirely free from sodium silicate and other ingredients that might injure the linoleum.

Armstrong's Laying Tools

Among the tools recommended for use in laying linoleum, which may be secured through the Armstrong Cork Company, are:

1. Armstrong's Linoleum Roller. This is an approved three-piece iron roller which weighs 150 pounds and is 14 inches in diameter. It turns easily on its three sections and can be brought flush against the walls when the

linoleum is being rolled. The handle is light and shaped to fit the hands.

2. Armstrong's Straight Edge. A sturdy, 75-inch-long piece of steel especially desirable for use in cutting linoleum because it does not kink or warp.

3. Armstrong's Seam Cutter. This is a handy device into which a linoleum knife can be inserted for cutting straight, close-fitting, uniform seams in plain and jaspé linoleum.

4. Armstrong's Paste Spreader. The Paste Spreader is equipped with rubber edges and is made especially for convenience in spreading Armstrong's Linoleum Paste, which is manufactured with a heavy body and should not be spread with a brush.

5. Armstrong's Linoleum Knife. This is supplied with long or short blades and is a convenient knife with a curved steel blade made especially for use in cutting through linoleum.

6. Armstrong's Sand Bags. These bags are made of sturdy, extra-heavy duck especially stitched and are sold in packs of twelve.

Armstrong's Linoleum Wax

Two methods of caring for linoleum manufactured by the Accolac Process are recommended. In offices, livingrooms, and other places where the floor is not apt to collect spots, and rarely needs to be washed, the floor may be protected with Armstrong's Linoleum Wax, thoroughly rubbed in and polished.

Armstrong's Linoleum Lacquer

For kitchens and other places where grease and liquids are apt to be spilled, and the floor needs occasional washing, the surface may be renewed when necessary with Armstrong's Linoleum Lacquer, a transparent, waterproof, elastic, alkali-resistant finish.

The Armstrong Line

HE Armstrong Cork Company, manufacturers of cork products since 1860, has ten domestic factories located at Camden, Gloucester, and New Brunswick, N. J.; Fulton, N. Y.; Pittsburgh, Oakdale, Beaver Falls, two at Lancaster, Pa.; Greenville, S. C.; six factories in Spain; and thirty-two cork-baling and receiving stations abroad.

Following is a list of the principal products of the Armstrong Cork Company

Insulating Materials

Armstrong's Cork Covering For Cold Pipes.

Armstrong's Corkboard
For Insulating Walls and Roofs of
Residences, Commercial and Public
Buildings, and Cold Storage Rooms.

Nonpareil High-Pressure Covering

For Steam Lines, Boilers, etc.

Armstrong's and Nonpareil Insulating Brick

For Boiler Settings, Furnaces, Ovens, etc.

Armstrong's Corkoustic
For Sound Deadening and Acoustic
Correction.

Flooring Materials

Armstrong's Linoleum
Plain, Jaspé, Inlaid, Printed, Embossed, Arabesq, Applikaid, and Linoleum Rugs.

Armstrong's Linotile
For Offices, Banks, Theaters, Kitchens, Pantries, Elevators, etc.

Armstrong's Cork Tile
For Bathrooms, Libraries, Museums,
Billiard-Rooms, etc.

Armstrong's Cork Carpet For Churches, Libraries, etc.

Armstrong's Quaker Rugs and Floor Covering

Armstrong's Standard-Felt Rugs and Floor Covering

Armstrong's Lining Felt

Armstrong's Linoleum Paste and Cement

Armstrong's Linoleum Wax and Lacquer

Armstrong's Circle A Cork Brick For Dairy Barns, Hog Houses, Warehouses, etc.

Textile Mill Supplies

Armstrong's Gridded Cork Ribbon For Loom Take-up Rolls.

Armstrong's Seamless Cork Cots For Spinning and Card Room Rolls.

Armstrong's Cork Covers For Worsted Mill Rolls.

Armstrong's Cork Temple Rolls For Looms.

Miscellaneous

Armstrong's Cork Machinery Isolation

For Deadening the Noise of Fans, Presses, and Motors.

Armstrong's Cork Gaskets For Motor Cars.

Armstrong's Sill Strip and Body Shim

For Motor Cars.

Armstrong's Korxole Flexible Cork Shoe Innersoling.

Armstrong's Cork Box Toes, Cork Counters, and Cork Bottom Filler For Shoes.

CORKS OF EVERY DESCRIPTION

Armstrong's Crowns For Beverage Bottles.

CORK DISCS AND WASHERS

BUNGS AND TAPS

INSOLES

CARBURETOR, OIL, AND GASOLINE FLOATS

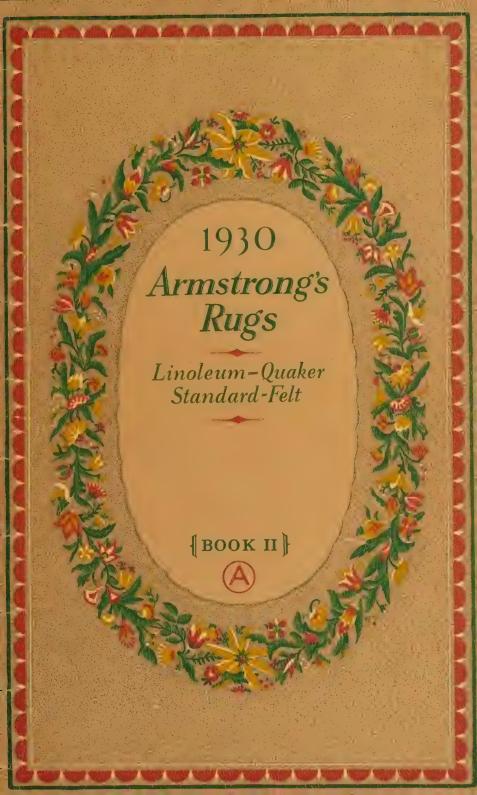
HANDLES

BATH AND TABLE MATS

LIFE PRESERVERS—BUOYS

YACHT FENDERS—GRANULATED CORK ALL KINDS OF CORK SPECIALTIES





REFERENCE TABLE

RUG PATTERN BOOK

(For All Piece Goods in Armstrong's Linoleum, Armstrong's Quaker Floor Covering and Armstrong's Standard-Felt, see Book I)

Kind of Rug	Pattern Numbers	Page
Armstrong's Quaker Rugs—Decoresq Series	20000-20042	4-19
Armstrong's Quaker Rugs—Sterling Series		
Armstrong's Standard-Felt Rugs	. 4005-4172	47-55
Armstrong's Printed Linoleum Rugs	. 800-993	56-64
Armstrong's Jaspé Linoleum Rugs	. 723-775.	65-70
Armstrong's Embosstex Inlaid Rugs		
Shipping Weights		79
Rug Rack		80

WHOLESALERS AND WAREHOUSING POINTS

WHOLESALERS AND W	AREHOUSING POINTS			
Armstrong's Linoleum and Armstrong's Quaker Rugs				
and Floor Covering				
/ Alabama	Indiana			
BIRMINGHAM Goodall-Brown Dry Goods Co.	EVANSVILLE Carson Pirie Scott & Co.			
BIRMINGHAM Repard Lipoleum & Rug Co.	(Address, Home Office, Chicago, Ill.)			
Arizona William Vallen & Co	EVANSVILLEJ. Kennard & Sons Carpet Co. (Address, Home Office, St. Louis, Mo.)			
	INDIANAPOLIS			
(Address, Home Office, Kansas City, Mo.)	INDIANAPOLISJ. Kennard & Sons Carpet Co.			
Phoenix William Volker & Co.	Logansport Joseph Taylor & Sons			
(Address, Home Office, Kansas City, Mo.)	RICHMOND. Adam H. Bartel Company VINCENNES. The Saiter-Morgan Co.			
Arkansas				
FORT SMITH Eads Bros. Furniture Co.	Iowa Will Charles			
LITTLE ROCK	CEDAR RAPIDS			
(Address, Home Office, St. Louis, Mo.)	SIOUX CITY			
LITTLE ROCK (Address, Home Office, Kansas City, Mo.)	Sioux City Orchard & Wilhelm Co. (Address, Home Office, Omaha, Neb.)			
	Kansas			
California Los Angeles	Wichita Innes Wholesale Furniture Co.			
Los Angeles	Wichita William Volker & Co.			
San Francisco	Kentucky			
	LEXINGTONAdes-Lexington Dry Goods Co.			
Colorado	LOUISVILLEThe Otis Hidden Co., Inc.			
DENVER. William Volker & Co. GRAND JUNCTION. William Volker & Co.	Louisiana			
(Address, Home Unice, Denver, Coio.)	NEW ORLEANS Renard Linoleum & Rug Co.			
Pueblo	SHREVEPORT Booth Furniture & Carpet Co.			
(Address, Home Office, Denver, Colo.)	Maryland			
3 Connecticut	BALTIMORE Empire Carpet Corporation			
HARTFORDEmpire Carpet Corporation Florida	BaltimoreJ. J. Haines & Co.			
Florida	BALTIMORE			
JacksonvilleSwindal-Powell Co.				
	Massachusetts			
ATLANTA	BOSTON			
	Boston E. L. Ham Company			
Idaho	BostonJoseph M. O'Callaghan Co.			
Borse	Michigan			
POCATELLO	Detroit Burnham, Stoepel & Co.			
(Address, Home Office, Salt Lake City, Utah)	Detroit			
Illinois	GRAND RAPIDSYeakey-Scripps, Inc.			
Chicago	Minnesota			
366 West Adams St. CHICAGOGlabman Brothers, Inc.	DULUTH, Finch, Van Slyck & McConville			
000 Paggyralt Pagd	(Address, Home Office, St. Paul, Minn.) DULUTHWyman, Partridge & Co.			
CHICAGOO. W. Richardson & Co.	(Address, Home Office, Minneapolis, Minn.)			
	MINNEAPOLIS Wyman, Partridge & Co.			
Springfield	St. PaulFinch, Van Slyck & McConville			
The embassing on this course as it appears on both front	and West and Deine			

The embossing on this cover, as it appears on both front and back, is an exact reproduction, greatly reduced in scale, of the allower embossing used on Armstrong's Embosstex Inlaid Rugs.

Wholesalers and Warehousing Points continued on third cover

1930 Pattern Book

ARMSTRONG'S QUAKER RUGS

Armstrong's Standard-Felt Rugs Armstrong's Linoleum Rugs

Embosstex · Jaspé · Printed



BOOK II

NOTE

Armstrong's Linoleum, Armstrong's Quaker Floor Covering, and Armstrong's Standard-Felt Floor Covering are shown in Book I, which will be sent upon request

ARMSTRONG CORK COMPANY

Floor Division

LANCASTER, PENNSYLVANIA, U.S.A.

BRANCH OFFICES:

 Los Angeles, Calif. Wholesale Furn. Bldg. Memphis, Tenn. . . 1104 First Nat'l Bldg. Minneapolis, Minn. 912 Plymouth Bldg. New Orleans, La. 1833 Canal Bank Bldg. New York, N. Y. 295 Fifth Ave. St. Louis, Mo. . . . 1102 Ambassador Bldg. San Francisco, Calif. Furniture Exchange Seattle, Wash. . 803 Terminal Sales Bldg.

Armstrong's Rugs—A Profitable Line

Distinctive Patterns, Enduring Quality, and a Well-known Name

HE Armstrong Rug Line for 1930 presents to the retailer a particularly complete and well-balanced series of moderately priced rugs, ranging from a new and distinctive type of embossed inlaid rugs down to practical, inexpensive rugs in Armstrong's Standard-Felt. In all there are eighty-seven rug designs, including:

16 patterns (all new) in Armstrong's Quaker Rugs—Decoresq Series. 27 patterns (14 new) in Armstrong's Quaker Rugs-Sterling Series.

14 patterns (8 new) in Armstrong's

Standard-Felt Rugs.

11 patterns (4 new) in Armstrong's Printed Linoleum Rugs. 7 patterns (2 new) in Armstrong's

Jaspé Linoleum Rugs. 12 patterns (all new) in Armstrong's

Embosstex Inlaid Rugs.

All of these rugs are pictured and described on the following pages, and every retailer of moderately priced rugs will be quick to sense the possibilities of this exceptionally varied and attractive group of rug designs, in colors that are both appealing to the eye and in line with the modern trend in home decoration.

Dependable Quality

Year by year, while Armstrong designers have been developing a wider range of smooth-surface rugs, Armstrong engineers and production men have been engaged in a constant endeavor to standardize and improve every part of the Armstrong Line. Every Armstrong rug represents the utmost of quality and perfection that can be secured at its price-level.

Well-known Name

On the back of each rug in the Armstrong Line is the well-known Armstrong name. The advertising of Armstrong's Linoleum as a permanent floor for every room in the house, which has been continued consistently since 1917, and the more recent advertising of Armstrong's Quaker Rugs, has established an ever-widening circle of friends for the Armstrong Line, women who recognize the name "Armstrong's" when they hear it in your store.

Armstrong's on the Air

From coast to coast, wherever there are homes, wherever there are radios, wherever the thirty-two stations of the WJZ Blue Network are heard, the Quaker Girl and her friends, the Armstrong Quakers, are welcome guests every Friday night.

Magazine Advertising

At the same time that your hear the Armstrong Quakers, they are reading of these practical, work-saving, and tractive Armstrong's Quaker Rugs in year-round advertising in the following magazines:

> Capper's Farmer Country Gentleman Farmer's Wife Holland's Magazine Ladies' Home Journal Saturday Evening Post

You can make this advertising work for your store by featuring the Armstrong Quaker Girl and her friends, the Armstrong Quakers, in your newspaper advertising and in window and store displays. Newspaper electrotypes, window displays, small booklets, and other materials for use in advertising Armstrong's Rugs will be supplied free to any rug dealer. Simply write to the Armstrong Advertising Department outlining your needs. They will be glad to work with you, too, in planning special newspaper advertising or window displays.

Many New Features in Quaker Rug Line

Three Distinctive and Novel Textures Developed in New Decoresq Patterns

NE of the outstanding features of the current assortment of Armstrong's Quaker Rugs is the Decoresq Series of patterns—an entirely new type of floor Special new machines have been erected at the Armstrong factory for the manufacture of this Decoresq Series of Armstrong's Quaker Rugs, in which there are three distinct effects—textured. shaded, and spattered. The textured and spattered patterns have a charming delicacy and pleasing softness of design. In the shaded patterns the various colorings blend into each other without any perceptible line, an effect not previously achieved in linoleum or felt-base.

Extra-Large Sizes

Another important feature of the new line of Armstrong's Quaker Rugs is the fact that certain rugs are made in the $11'3'' \times 12'$ and 11'3''x 15' sizes. Never before has it been possible to obtain extra-large felt-base rugs. The Armstrong factory at Fulton, N. Y., is the only place in the country in which 15/4felt is manufactured, and provision for saturating this extra-wide felt has been made in the saturating plant recently erected as a part of the Armstrong factory at Lancaster. Pa. As a result, these two extra sizes are now available in Armstrong's Quaker Rugs, and Armstrong's Quaker Floor Covering is also offered in the new 33/4yard width.

All Armstrong-Made

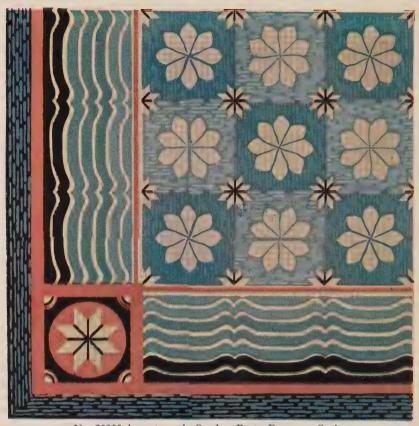
Every Armstrong Rug is a quality product. The making of Armstrong's Quaker Rugs is controlled from beginning to end by the Armstrong organization. The highquality foundation of rag felt is especially made for the purpose at the Armstrong plant in Fulton, N. Y. It is saturated with asphalt in the new saturating plant recently erected in Lancaster. Then the colorful, attractive patterns printed on this high-quality felt foundation in heavy oil paints and completed by the Accolac Process, which seals the surface of each rug with a dirt-resisting, enduring, nitrocellulose lacquer. From start to finish, therefore, every Armstrong's Quaker Rug is made in Armstrong factories, by Armstrong employees. This concentration of manufacture in one organization insures the exceptional uniformity and standard quality of the finished product.

New Colonial Designs

Noteworthy among the many new designs in the Sterling Series of Armstrong's Quaker Rugs are the various Colonial types of patterns.

There are fourteen attractive designs this season, too, in Armstrong's Standard-Felt Rugs—a group of medium-priced rugs of dependable quality. They are made exactly like Armstrong's Quaker Rugs, except that they are printed on felt not quite so heavy and are not completed by the Accolac Process. These rugs can be sold midway between Armstrong's Quaker Rugs and the many low-priced rugs on the market today, offering standard quality at a reasonable price.

All in all, the Armstrong Quaker Rug Line for 1930 offers variety of pattern, assurance of standard quality, and a well-known name.



No. 20000 Armstrong's Quaker Rug—Decoresq Series $6' \times 9'$, $7\frac{1}{2}' \times 9'$, $9' \times 9'$, $9' \times 10\frac{1}{2}'$, $9' \times 12'$, and $9' \times 15'$

HIS quaintly old-fashioned Colonial tile effect in soft blue with gray flowers is one of the designs in Armstrong's Quaker Rugs—Decoresq Series. The small, allover, fabric-like impression which appears in the flowers is one of its interesting features, producing an effect not unlike a woven or fabric material.

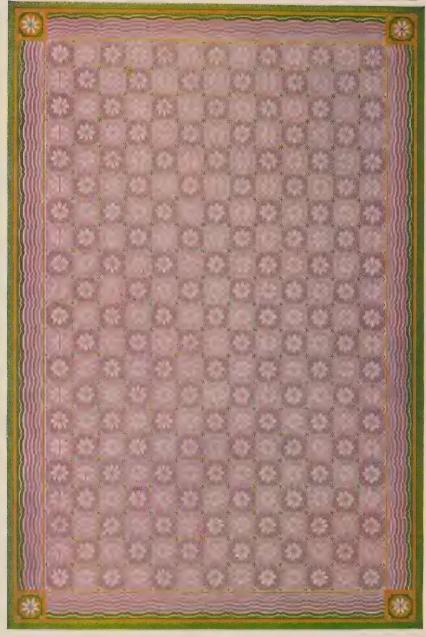
The three rugs in this series, No. 20000, of which a close-up is shown above, No. 20001 in tan, and No. 20002 in lavender, are all well suited

for use in living-rooms, dining-rooms, and bedrooms, and the alert retailer will appreciate their merchandising possibilities. You will want to feature these interesting new rugs in your newspaper advertising. Also put one in your window with every display of moderately-priced bedroom and dining-room furniture.

Each of the sixteen patterns in the Decoresq Series of Armstrong's Quaker Rugs represents an entirely new departure in rug design.



No. 20001 Armstrong's Quaker Rug—Decoresq Series $6' \times 9'$, $7\frac{1}{2}' \times 9'$, $9' \times 10\frac{1}{2}'$, and $9' \times 12'$



No. 20002 Armstrong's Quaker Rug—Decoresq Series 6' x 9', $7\frac{1}{2}'$ x 9', 9' x $10\frac{1}{2}',$ and 9' x 12'



No. 20010 Armstrong's Quaker Rug—Decoresq Series $6' \times 9', 7 \frac{1}{2}' \times 9', 9' \times 10 \frac{1}{2}', 9' \times 12'$ $11\frac{1}{4}' \times 12', \text{ and } 11\frac{1}{4}' \times 15'$

AN allover coat of neutral gray forms the foundation of this novel design in the Decoresq Series of Armstrong's Quaker Rugs. Several various darker shades of gray are spread on the surface in a "spattered" effect, uniting with each other in small speckles and dots. Then the flower pattern is overprinted, and the rug is completed by the Accolac Process.

These several steps in manufacture result in a most unusual

texture, with varying depths of color, unlike anything ever before produced in smooth-surface floor coverings. The design of this attractive rug is an old-fashioned, floral, hooked-rug effect. The same spattered background adds to the beauty of 20011. In No. 20012, while the pattern is the same, the background is an allover, small, textured figure. In Pattern 20013, the same design is developed on a background of shaded tiles.



No. 20011 Armstrong's Quaker Rug—Decoresq Series $6' \times 9', 7\frac{1}{2}' \times 9', 9' \times 9', 9' \times 10\frac{1}{2}', 9' \times 12'$ $9' \times 15', 11\frac{1}{4}' \times 12', and 11\frac{1}{4}' \times 15'$



No. 20012 Armstrong's Quaker Rug—Decoresq Series $6' \times 9', 7 \frac{1}{2}' \times 9', 9' \times 9', 9' \times 10 \frac{1}{2}'$ $9' \times 12', \text{ and } 9' \times 15'$



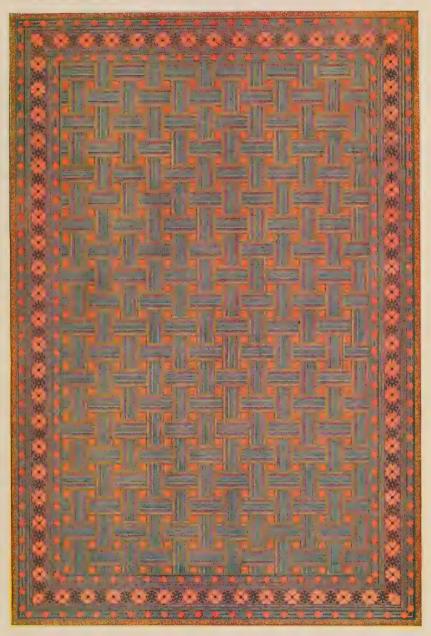
No. 20013 Armstrong's Quaker Rug—Decoresq Series $6' \times 9', \ 7 \frac{1}{2}' \times 9', \ 9' \times 10 \frac{1}{2}', \ 9' \times 12' \\ 11 \frac{1}{4}' \times 12', \ and \ 11 \frac{1}{4}' \times 15'$



No. 20014 Armstrong's Quaker Rug—Decoresq Series 6' x 9', $7\frac{1}{2}'$ x 9', 9' x $10\frac{1}{2}'$, and 9' x 12'



No. 20020 Armstrong's Quaker Rug—Decoresq Series $6' \times 9', 7\frac{1}{2}' \times 9', 9' \times 10\frac{1}{2}', 9' \times 12'$ $11\frac{1}{4}' \times 12', \text{ and } 11\frac{1}{4}' \times 15'$



No. 20021 Armstrong's Quaker Rug—Decoresq Series $6' \times 9', 7 \frac{1}{2}' \times 9', 9' \times 10 \frac{1}{2}', 9' \times 12'$ $11\frac{1}{4}' \times 12', \text{ and } 11\frac{1}{4}' \times 15'$



No. 20030 Armstrong's Quaker Rug—Decoresq Series $6' \times 9', 71 \frac{1}{2}' \times 9', 9' \times 10\frac{1}{2}', \text{ and } 9' \times 12'$



No. 20031 Armstrong's Quaker Rug-Decoresq Series 6' x 9', 7½' x 9', 9' x 10½', 9' x 12' $11\frac{1}{4}$ x 12', and $11\frac{1}{4}$ x 15'

HE background of Pattern 20031 in Armstrong's Quaker Rugs Decoresq Series is a green- and cream-shaded tile, approximating the effect of burnt ceramics. The tiles blend from color to color without any perceptible line, and, as the close-up reveals, the resulting effect is very soft and lovely. The process by which this shaded tile texture is manufactured is an exclusive Armstrong development, for which special equipment has been created.

In the other rugs in this series, pictured on the following pages, the background is an allover, fabriclike texture impression on which the colorful tile designs are overprinted. This texture, too, is achieved by an exclusive Armstrong process with equipment built especially for the purpose, and is an unusual development in rug design.

A sample of any type of the Armstrong's Quaker Rugs Decoresq Series will be supplied to any floor

covering retailer on request.



No. 20032 Armstrong's Quaker Rug—Decoresq Series $6' \times 9', 7 \frac{1}{2}' \times 9', 9' \times 9', 9' \times 10 \frac{1}{2}'$ $9' \times 12',$ and $9' \times 15'$



No. 20040 Armstrong's Quaker Rug—Decoresq Series $6' \times 9'$, $7 \cdot 2' \times 9'$, $9' \times 10 \frac{1}{2}'$, and $9' \times 12'$



No. 20041 Armstrong's Quaker Rug—Decoresq Series $6'\ge 9',\ 7\frac{1}{2}'\ge 9'\ge 9'\ge 9'\ge 10\frac{1}{2}'$ $9'\ge 12',\ and\ 9'\ge 15'$



No. 20042 Armstrong's Quaker Rug—Decoresq Series $6' \times 9', 7\frac{1}{2}' \times 9', 9' \times 10\frac{1}{2}',$ and $9' \times 12'$



No. 4580 Armstrong's Quaker Rug—Sterling Series 18" x 36", 3' x 4½', 3' x 6', 4½' x 4½', 6' x 9' 7½' x 9', 9' x 10½', 9' x 12', and 9' x 15'



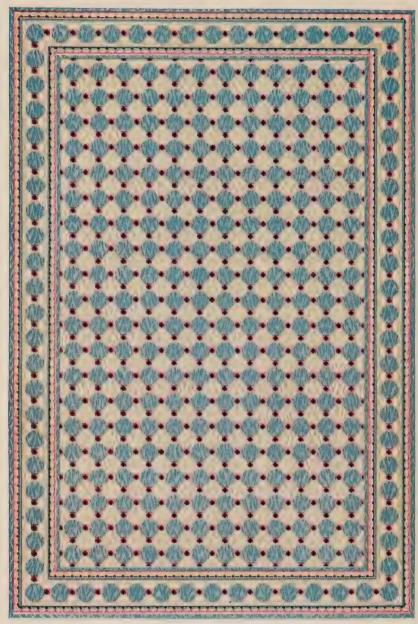
No. 4583 Armstrong's Quaker Rug—Sterling Series $18'' \times 36''$, $3' \times 4\frac{1}{2}'$, $3' \times 6'$, $4\frac{1}{2}' \times 4\frac{1}{2}'$, $6' \times 9'$ $7\frac{1}{2}' \times 9'$, $9' \times 10\frac{1}{2}'$, and $9' \times 12'$



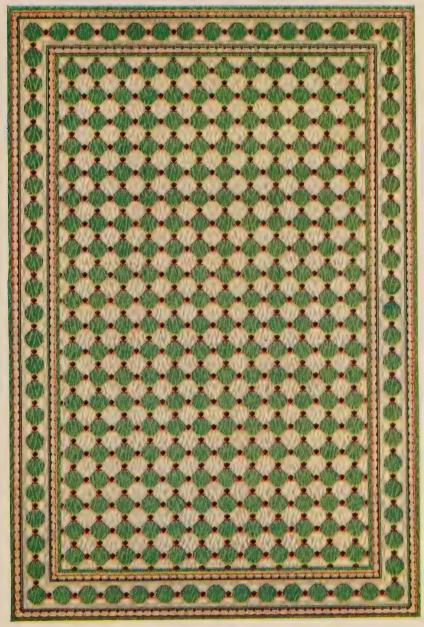
No. 4590 Armstrong's Quaker Rug—Sterling Series $18'' \times 36''$, $3' \times 4\frac{1}{2}'$, $3' \times 6'$, $6' \times 9'$, $7\frac{1}{2}' \times 9'$ $9' \times 9'$, $9' \times 10\frac{1}{2}'$, $9' \times 12'$, and $9' \times 15'$



No. 4592 Armstrong's Quaker Rug—Sterling Series $18'' \times 36''$, $3' \times 4\frac{1}{2}'$, $3' \times 6'$, $6' \times 9'$, $7\frac{1}{2}' \times 9'$ $9' \times 9'$, $9' \times 10\frac{1}{2}'$, $9' \times 12'$, and $9' \times 15'$



No. 4612 Armstrong's Quaker Rug—Sterling Series $6' \times 9', 7\frac{1}{2}' \times 9', 9' \times 10\frac{1}{2}', \text{ and } 9' \times 12'$



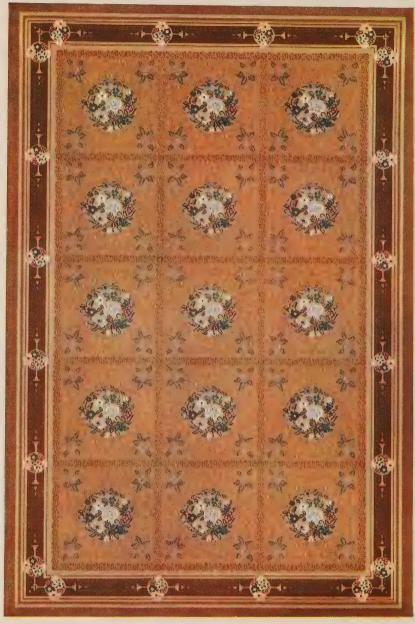
No. 4613 Armstrong's Quaker Rug—Sterling Series $6' \times 9', 7\frac{1}{2}' \times 9', 9' \times 10\frac{1}{2}',$ and $9' \times 12'$



No. 4620 Armstrong's Quaker Rug—Sterling Series $6' \times 9', 7\frac{1}{2}' \times 9', 9' \times 9', 9' \times 10\frac{1}{2}', 9' \times 12'$ $9' \times 15', 11\frac{1}{4}' \times 12', \text{ and } 11\frac{1}{4}' \times 15'$



No. 4621 Armstrong's Quaker Rug—Sterling Series $6' \times 9', 7\frac{1}{2}' \times 9', 9' \times 9', 9' \times 10\frac{1}{2}', 9' \times 12'$ $11\frac{1}{4}' \times 12', \text{ and } 11\frac{1}{4}' \times 15'$



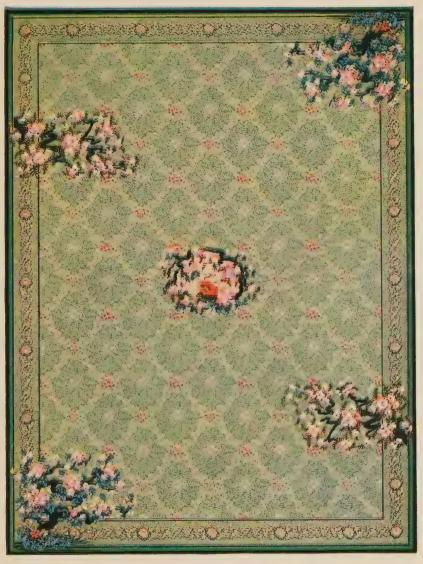
No. 4622 Armstrong's Quaker Rug—Sterling Series $6' \times 9', 7\frac{1}{2}' \times 9', 9' \times 9', 9' \times 10\frac{1}{2}', 9' \times 12'$ $9' \times 15', 11\frac{1}{4}' \times 12', \text{ and } 11\frac{1}{4}' \times 15'$



No. 4623 Armstrong's Quaker Rug—Sterling Series $6' \times 9', 7\frac{1}{2}' \times 9', 9' \times 9', 9' \times 10\frac{1}{2}', 9' \times 12'$ $11\frac{1}{4}' \times 12', \text{ and } 11\frac{1}{4}' \times 15'$



No. 4630 Armstrong's Quaker Rug—Sterling Series 6' x 9', $71\!/\!_2'$ x 9', 9' x $101\!/\!_2'$, and 9' x 12'



No. 4632 Armstrong's Quaker Rug—Sterling Series $6' \times 9', 7\frac{1}{2}' \times 9', 9' \times 10\frac{1}{2}', \text{ and } 9' \times 12'$



No. 4650 Armstrong's Quaker Rug—Sterling Series 6' x 9' , $71\!/\!_2'$ x 9' , 9' x 9' , 9' x $101\!/\!_2'$ 9' x 12' , and 9' x 15'



No. 4652 Armstrong's Quaker Rug—Sterling Series 6' x 9', 7½' x 9', 9' x 9', 9' x 10½', and 9' x 12'



No. 4660 Armstrong's Quaker Rug—Sterling Series $18'' \times 36''$, $3' \times 4\frac{1}{2}'$, $3' \times 6'$, $4\frac{1}{2}' \times 4\frac{1}{2}'$, $6' \times 9'$ $7\frac{1}{2}' \times 9'$, $9' \times 10\frac{1}{2}'$, and $9' \times 12'$



No. 4662 Armstrong's Quaker Rug—Sterling Series $18'' \times 36''$, $3' \times 4\frac{1}{2}'$, $3' \times 6'$, $4\frac{1}{2}' \times 4\frac{1}{2}'$, $6' \times 9'$ $7\frac{1}{2}' \times 9'$, $9' \times 10\frac{1}{2}'$, and $9' \times 12'$



No. 4670 Armstrong's Quaker Rug—Sterling Series $6' \times 9', 7\frac{1}{2}' \times 9', 9' \times 9', 9' \times 10\frac{1}{2}', 9' \times 12'$ $9' \times 15', 11\frac{1}{4}' \times 12', \text{ and } 11\frac{1}{4}' \times 15'$



No. 4671 Armstrong's Quaker Rug—Sterling Series $6' \times 9', 7\frac{1}{2}' \times 9', 9' \times 9', 9' \times 10\frac{1}{2}', 9' \times 12'$ $9' \times 15', 11\frac{1}{4}' \times 12', and 11\frac{1}{4}' \times 15'$

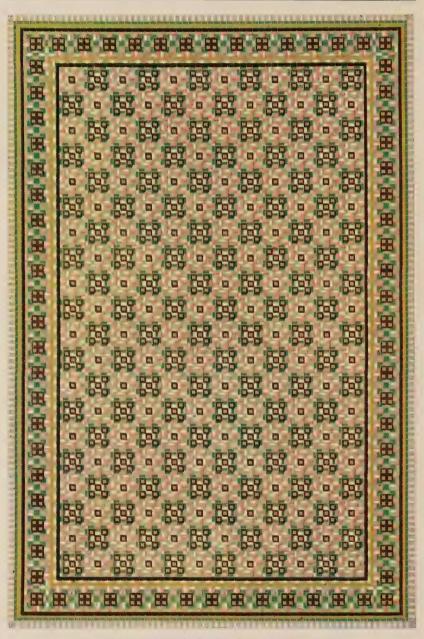


No. 4672 Armstrong's Quaker Rug—Sterling Series $6' \times 9', 7\frac{1}{2}' \times 9', 9' \times 9', 9' \times 10\frac{1}{2}', 9' \times 12'$ $9' \times 15', 11\frac{1}{4}' \times 12', and 11\frac{1}{4}' \times 15'$



No. 4680 Armstrong's Quaker Rug—Sterling Series

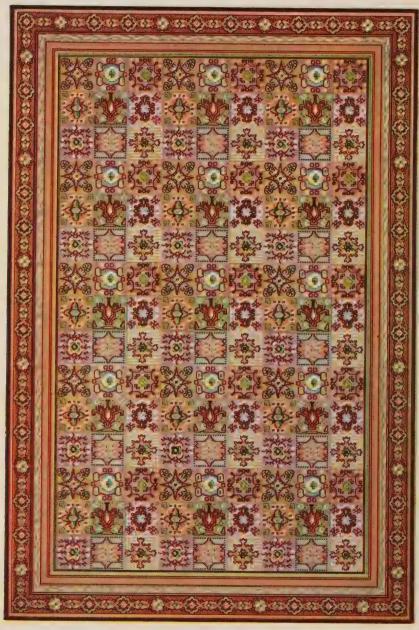
 $\frac{18'' \times 36'', \, 3' \times 4^{1} \cdot 2', \, 3' \times 6', \, 4^{1} \! 2' \times 4^{1} \cdot 2', \, 6' \times 9', \, 7^{1} \! 2' \times 9', \, 9' \times 9', \, 9' \times 10^{1} \! 2'}{9' \times 12', \, 9' \times 15', \, 11^{1} \! 4' \times 12', \, \text{and} \, 11^{1} \! 4' \times 15'}$



No. 4681 Armstrong's Quaker Rug—Sterling Series $18'' \times 36''$, $3' \times 4\frac{1}{2}'$, $3' \times 6'$, $4\frac{1}{2}' \times 4\frac{1}{2}'$, $6' \times 9'$, $7\frac{1}{2}' \times 9'$, $9' \times 9'$, $9' \times 10\frac{1}{2}'$ $9' \times 12'$, $9' \times 15'$, $11\frac{1}{4}' \times 12'$, and $11\frac{1}{4}' \times 15'$



No. 4690 Armstrong's Quaker Rug—Sterling Series $6' \times 9'$, $7\frac{1}{2}' \times 9'$, $9' \times 9'$, $9' \times 10\frac{1}{2}'$, and $9' \times 12'$



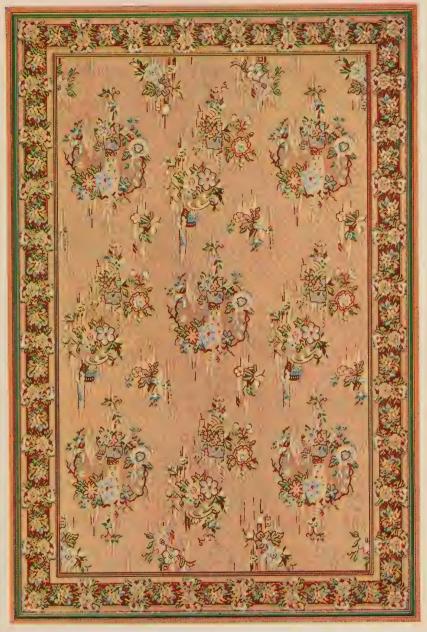
No. 4691 Armstrong's Quaker Rug—Sterling Series $6' \times 9', 7\frac{1}{2}' \times 9', 9' \times 9', 9' \times 10\frac{1}{2}',$ and $9' \times 12'$



No. 4692 Armstrong's Quaker Rug—Sterling Series $6' \times 9'$, $7\frac{1}{2}' \times 9'$, $9' \times 9'$, $9' \times 10\frac{1}{2}'$, and $9' \times 12'$



No. 4700 Armstrong's Quaker Rug—Sterling Series $6' \times 9', 7\frac{1}{2}' \times 9', 9' \times 9', 9' \times 10\frac{1}{2}',$ and $9' \times 12'$



No. 4701 Armstrong's Quaker Rug—Sterling Series $6' \times 9'$, $7\frac{1}{2}' \times 9'$, $9' \times 9'$, $9' \times 10\frac{1}{2}'$, and $9' \times 12'$



No. 4702 Armstrong's Quaker Rug—Sterling Series $6' \times 9'$, $7\frac{1}{2}' \times 9'$, $9' \times 9'$, $9' \times 10\frac{1}{2}'$, and $9' \times 12'$



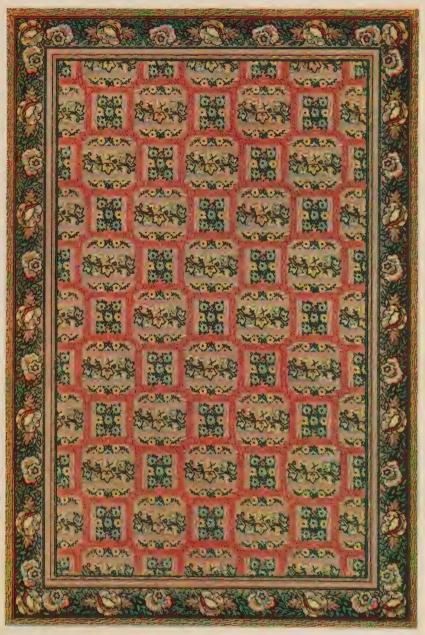
No. 4005 Standard-Felt Rug 6' x 9', 7½' x 9', 9' x 9', 9' x 10½' 9' x 12', and 9' x 15'



No. 4006 Standard-Felt Rug 6' x 9', 7½' x 9', 9' x 9', 9' x 10½' 9' x 12', and 9' x 15'



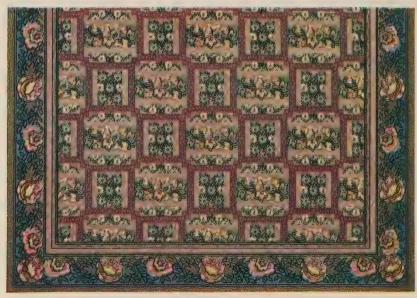
No. 4007 Standard-Felt Rug $6' \times 9', 7\frac{1}{2}' \times 9', 9' \times 9', 9' \times 10\frac{1}{2}'$ $9' \times 12', \text{ and } 9' \times 15'$



No. 4015 Standard-Felt Rug 6' x 9', 7½' x 9', 9' x 9', 9' x 10½', 9' x 12' 9' x 15', 11¼' x 12', and 11¼' x 15'



No. 4016 Standard-Felt Rug 6' x 9', $7\frac{1}{2}$ ' x 9', 9' x 9', 9' x $10\frac{1}{2}$ ', 9' x 12' 9' x 15', $11\frac{1}{4}$ ' x 12', and $11\frac{1}{4}$ ' x 15'



No. 4017 Standard-Felt Rug $6' \times 9', 7\frac{1}{2}' \times 9', 9' \times 9' \times 9' \times 10\frac{1}{2}', 9' \times 12'$ $9' \times 15', 11\frac{1}{4}' \times 12', and 11\frac{1}{4}' \times 15'$



No. 4022 Standard-Felt Rug $6' \times 9'$, $7! \frac{6}{5}' \times 9'$, $9' \times 9'$, $9' \times 10\frac{1}{2}'$, and $9' \times 12'$



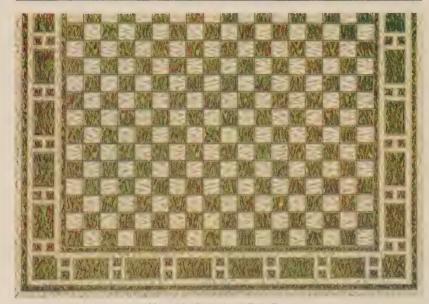
No. 4023 Standard-Felt Rug $6' \times 9'$, $7\frac{1}{2}' \times 9'$, $9' \times 9'$, $9' \times 10\frac{1}{2}'$, and $9' \times 12'$



No. 4024 Standard-Felt Rug 6' x 9', 7½' x 9', 9' x 9', 9' x 10½', and 9' x 12'



No. 4035 Standard-Felt Rug $18'' \ge 36'',\ 3' \ge 4\frac{1}{2}',\ 3' \ge 6',\ 4\frac{1}{2}' \ge 4\frac{1}{2}',\ 6' \ge 9',\ 7\frac{1}{2}' \ge 9'$ $10\frac{1}{2}',\ 9' \ge 12',\ and\ 9' \ge 15'$



No. 4036 Standard-Felt Rug $18'' \times 36''$, $3' \times 4\frac{1}{2}'$, $3' \times 6'$, $4\frac{1}{2}' \times 4\frac{1}{2}'$, $6' \times 9'$ $7\frac{1}{2}' \times 9'$, $9' \times 10\frac{1}{2}'$, $9' \times 12'$, and $9' \times 15'$



18" x 36", 3' x 4½', 3' x 6', 4½' x 4½', 6' x 9', 7½' x 9' 9' x 9', 9' x 10½', 9' x 12', 9' x 15', 11½' x 12', and 11¼' x 15'



No. 4171 Standard-Felt Rug $18'' \times 36''$, $3' \times 4\frac{1}{2}'$, $3' \times 6'$, $4\frac{1}{2}' \times 4\frac{1}{2}'$, $6' \times 9'$, $7\frac{1}{2}' \times 9'$ $9' \times 9'$, $9' \times 10\frac{1}{2}'$, $9' \times 12'$, $9' \times 15'$, $11\frac{1}{4}' \times 12'$, and $11\frac{1}{4}' \times 15'$



No. 4172 Standard-Felt Rug $6' \times 9', 7' \not\searrow' \times 9', 9' \times 9', 9' \times 10^1 \not\searrow', 9' \times 12'$ $9' \times 15', 11^1 \not\swarrow' \times 12', and 11^1 \not\swarrow' \times 15'$

Three Types of Armstrong's Linoleum Rugs

EAR in and year out the retailer who maintains a well-balanced floor covering stock finds a steady demand for rugs of genuine linoleum, and the 1930 Armstrong Line is particularly well supplied with patterns and types to meet this need.

Among the new creations are Armstrong's Embosstex Rugs. These very attractive and unusual rugs are made of Moulded Inlaid Linoleum, in which the colors go through to the burlap back, embossed in a delightfully different texture, approximating the handwoven reality of a braided or fabric material. The Colonial designs in these new Embosstex Rugs are particularly lovely and will appeal to the many women interested in Early American furniture.

Good Sellers Continued

A group of seven colorings in Jaspé Linoleum Rugs in which the designs are overlaid on a base of duo-tone Jaspé is continued.

Also included in the current rug line are eleven rugs of Armstrong's Printed Linoleum. In the making of these rugs, clean, ground cork and preoxidized linseed oil are combined on a base of firm, evenly woven burlap, forming an enduring, resilient foundation on which the patterns are printed in heavy oil paints and completed by the Accolac That the Armstrong's Process. Printed Linoleum Rug is a rug of superior flexibility, resilience, and durability is indicated in scores of letters that come unsolicited from housewives and other users:

"I have had one of your linoleum rugs for nine years in our livingroom," writes Mrs. Herschel C. Day, Dunn's Station, Pa. "It will be good enough to remain there a year or two longer, after which it will be respectable for the kitchen."

"My Armstrong's Linoleum Rug has been in constant use since 1920," Mrs. E. R. Shannon, York, S. C., reports. "However, it's still in good condition! I could not keep house without your rugs. Living in a rural section, I have no modern methods for fighting dust and mud—just the old broom; hence the joy of using your bright rugs."

"I have just purchased a 9 x 12 Armstrong Rug, and it appeals to megreatly," writes Kathleen Pennell, of Quebec, Canada. "I am amazed at its thickness, beautiful pattern,

and apparent durability."

These are typical of many letters from women who are delighting in the beauty and practical advantages of Armstrong's Linoleum Rugs for living-rooms, dining-rooms, sun porches, bedrooms, nurseries, sewing-rooms, kitchens, and, in fact, every room in the house.

Extra-Large Sizes

An especial advantage of selling rugs of genuine linoleum is that several patterns of these rugs are made in the extra-large 12' x 12' and 12' x 15' sizes, especially desirable for the big kitchens, living-rooms, dining-rooms, and bedrooms in farmhouses and the old type of city homes, in which a small rug is inadequate.

All Armstrong's Embosstex, Jaspé, and Printed Linoleum Rugs are made by the Accolac Process, which protects the rugs against dirt and dust, effectively prevents the penetration of traffic grime, and provides a smooth, especially easy to clean surface, thereby adding sales and housekeeping advantages.



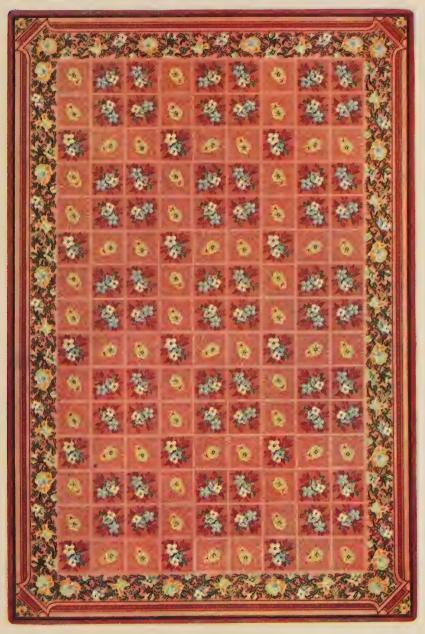
No. 800 Printed Linoleum Rug 6' x 9', 7½' x 9', 9' x 10½', 9' x 12' 12' x 12', and 12' x 15'



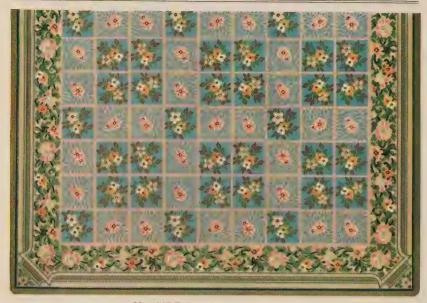
No. 802 Printed Linoleum Rug 6' x 9', 7½' x 9', 9' x 10½', 9' x 12' 12' x 12', and 12' x 15'



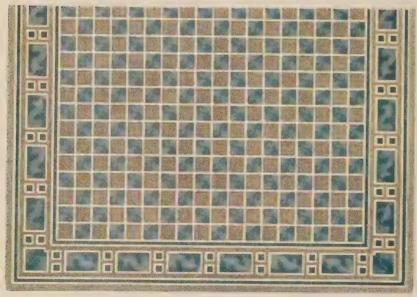
No. 815 Printed Linoleum Rug $6' \times 9', 7\frac{1}{2}' \times 9', 9' \times 10\frac{1}{2}', 9' \times 12'$ $12' \times 12', \text{ and } 12' \times 15'$



No. 816 Printed Linoleum Rug 6' x 9', 7½' x 9', 9' x 10½', 9' x 12' 12' x 12', and 12' x 15'



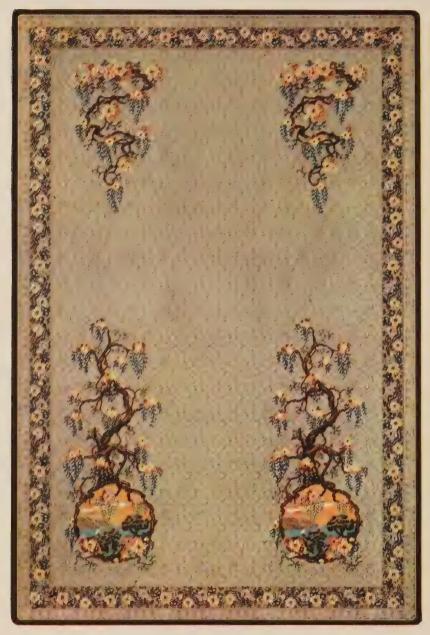
No. 817 Printed Linoleum Rug $6' \times 9'$, $7\frac{1}{2}' \times 9'$, $9' \times 10\frac{1}{2}'$, $9' \times 12'$ $12' \times 12'$, and $12' \times 15'$



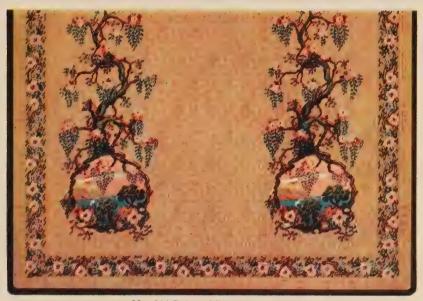
No. 868 Printed Linoleum Rug $6' \times 9', 7 \frac{1}{2}' \times 9', 9' \times 10 \frac{1}{2}', 9' \times 12'$ $12' \times 12', \text{ and } 12' \times 15'$



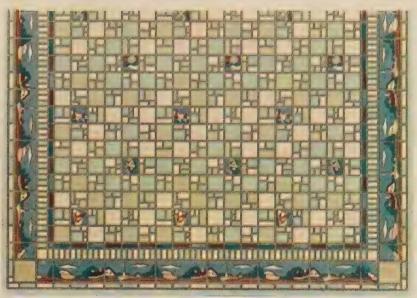
No. 905 Printed Linoleum Rug $6' \times 9', 7\frac{1}{2}' \times 9', 9' \times 10\frac{1}{2}', 9' \times 12'$ $12' \times 12', \text{ and } 12' \times 15'$



No. 980 Printed Linoleum Rug $6' \times 9'$, $7\frac{1}{2}' \times 9'$, $9' \times 10\frac{1}{2}'$, $9' \times 12'$ $12' \times 12'$, and $12' \times 15'$



No. 981 Printed Linoleum Rug 6' x 9', 7½' x 9', 9' x 10½', 9' x 12' 12' x 12', and 12' x 15'



No. 990 Printed Linoleum Rug $6' \times 9'$, $7\frac{1}{2}' \times 9'$, $9' \times 10\frac{1}{2}'$, $9' \times 12'$ $12' \times 12'$, and $12' \times 15'$



No. 993 Printed Linoleum Rug $6' \times 9'$, $7\frac{1}{2}' \times 9'$, $9' \times 10\frac{1}{2}'$, $9' \times 12'$ $12' \times 12'$, and $12' \times 15'$

Jaspé Rugs Have Distinctive Features

ABASE of genuine two-tone Jaspé Linoleum, in which the colors go through to the burlap back, forms the foundation of every Armstrong's Jaspé Linoleum Rug. On this quiet, resilient, durable base a border and sometimes a pattern is over-printed in heavy oil paints. The combination of the glossy paint design and the dull texture of the Jaspé background is harmonious and pleasing to the eye and forms a rug especially suitable for bedrooms, living-rooms, and dining-rooms.

A number of merchants have sold Armstrong's Jaspé Rugs in considerable quantity for hospital bedrooms, boarding-school and college dormitories, hotel rooms, and similar places where easy-to-clean, colorful rugs are especially needed. Summer camps, boarding-houses, and furnished rooms and apartment buildings present other logical markets for quantity sales of Jaspé Rugs. It pays to display them with your bedroom, dining-room, and moderately priced living-room suites.

One of the most satisfying feaan Armstrong's Jaspé Linoleum Rug is that, despite the allover Jaspé surface in many of the designs, the rugs are not apt to footmark, spot, or stain. Each rug is protected by the Accolac Process. which seals the surface with a coat of transparent, dirt-resisting lacquer. Cleaning the rugs resolves itself, therefore, to the simple proposition of going over them daily with a dry or slightly moistened mop. traffic is heavy, the lacquer surface may be renewed when necessary with Armstrong's Linoleum Lacquer, a transparent brushing lacquer.



No. 725 Jaspé Linoleum Rug 6' x 9', 7½' x 9', 9' x 10½', 9' x 12' 12' x 12', and 12' x 15'



No. 727 Jaspé Linoleum Rug $6' \times 9', 7 \frac{1}{2}' \times 9', 9' \times 10 \frac{1}{2}', 9' \times 12' \\ 12' \times 12', and <math>12' \times 15'$



No. 755 Jaspé Linoleum Rug $6' \times 9'$, $7\frac{1}{2}' \times 9'$, $9' \times 10\frac{1}{2}'$, and $9' \times 12'$



No. 757 Jaspé Linoleum Rug $6' \times 9'$, $7\frac{1}{2}' \times 9'$, $9' \times 10\frac{1}{2}'$, and $9' \times 12'$



No. 758 Jaspé Linoleum Rug $6' \times 9', 7\frac{1}{2}' \times 9', 9' \times 10\frac{1}{2}', \text{ and } 9' \times 12'$



No. 765 Jaspé Linoleum Rug $6' \times 9', 7' \cancel{2}' \times 9', 9' \times 10 \cancel{12}', 9' \times 12'$ $12' \times 12',$ and $12' \times 15'$



No. 775 Jaspé Linoleum Rug 6' x 9', 7½' x 9', 9' x 10½', and 9' x 12'

Embosstex-A New Type of Inlaid Rug

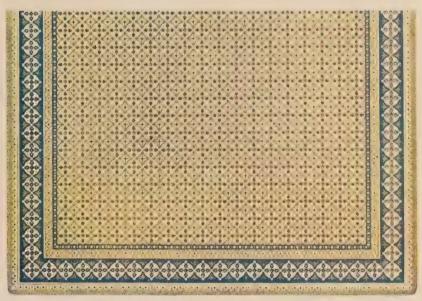
ALSO notable among the new developments in the Armstrong Rug Line this year is the group of designs known as Armstrong's Embosstex Rugs. These rugs are made of Moulded Inlaid Linoleum—the only inlaid rug offered by any floor covering manufacturer. Each one is embossed with an impression which very closely approximates the appearance of a braided or loom-woven material.

Many of the designs in Armstrong's Embosstex Rugs are of the old-fashioned hooked-rug type so deservedly popular nowadays. They are made in rich, mellow colors, and the lines of the design blend slightly at the edges in that softened effect possible only in Moulded Inlaid Linoleum. All the colors in Armstrong's Embosstex Rugs go through to the burlap back. Their most

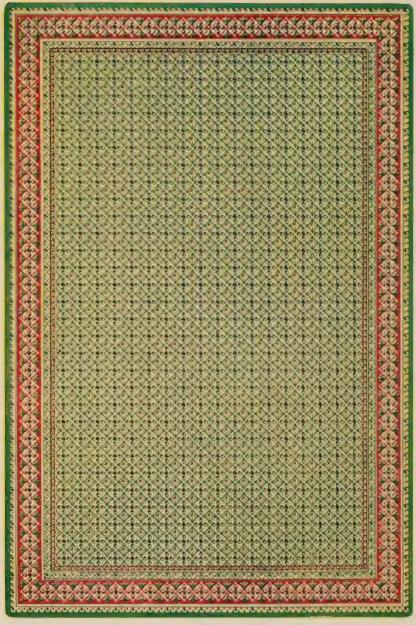
delightful feature, of course, is the novel embossing which so pleasantly reflects the play of light and shadow over the rug when it is in use on the floor.

Embossed Linoleum was introduced into the Armstrong Line in 1925, and ever since it was first manufactured it has grown steadily in public favor. It is expected that this new line of Armstrong's Embosstex Rugs will likewise strike a popular note, as they have the same vigorous color, artistic beauty of design, and unique embossing which have characterized Armstrong's Embossed Linoleum.

It is a far cry from the old type of smooth-surface rugs to Armstrong's Embosstex Rugs, with their harmonious colorings and designs in quiet good taste and interesting texture, and they are sure to be welcomed by Armstrong retailers.



No. 1032 Armstrong's Embosstex Inlaid Rug $9' \times 12'$ and $12' \times 12'$



No. 1033 Armstrong's Embosstex Inlaid Rug $9' \times 12'$ and $12' \times 12'$



No. 1042 Armstrong's Embosstex Inlaid Rug 9' x 12' and 12' x 12'



No. 1043 Armstrong's Embosstex Inlaid Rug 9' x 12' and 12' x 12'



No. 1050 Armstrong's Embosstex Inlaid Rug $3' \times 4\frac{1}{2}'$ and $6' \times 9'$



No. 1051 Armstrong's Embosstex Inlaid Rug $3' \times 4\frac{1}{2}'$ and $6' \times 9'$



No. 1052 Armstrong's Embosstex Inlaid Rug 3^\prime x $41\!/\!2^\prime$ and 6^\prime x 9^\prime



No. 1053 Armstrong's Embosstex Inlaid Rug $3' \times 4\frac{1}{2}'$ and $6' \times 9'$



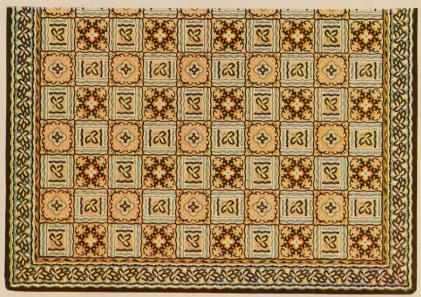
No. 1060 Armstrong's Embosstex Inlaid Rug $3' \times 4\frac{1}{2}'$ and $6' \times 9'$



No. 1061 Armstrong's Embosstex Inlaid Rug $3' \times 4\frac{1}{2}'$ and $6' \times 9'$



No. 1062 Armstrong's Embosstex Inlaid Rug $3' \times 4\frac{1}{2}'$ and $6' \times 9'$



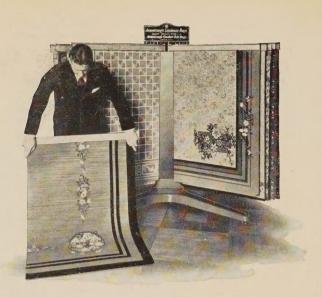
No. 1063 Armstrong's Embosstex Inlaid Rug $3' \times 4\frac{1}{2}'$ and $6' \times 9'$

Shipping Weights of Armstrong's Rugs Packed in Cartons, Not Crated—Weight in Pounds

i wered in Curtons, Not	Cruteu-W	eigni i	n roun	us	
	Embosstex Linoleum		Printed Lino.	Standard- Felt	Quaker Felt
6 x 9 feet	37	34	29	24	29
7 feet 6 inches x 9 feet		. 41	35	32	37
9 x 9 feet			00	38	42
9 feet x 10 feet 6 inches		. 54	49	44	50
9 x 12 feet	70	63	55	50	57
9 x 15 feet		00	00	55	65
11 feet 3 inches x 12 feet					75
11 feet 3 inches x 15 feet				00	91
12 x 12 feet	00	Q77	76	0%	91
12 x 15 feet	, , , , , , ,	110	0.4		
18 x 36 inches (Carton of 24)		. 110	94	4.0	Are dee
3 feet x 4 feet 6 inches (Package of 1)	11			40	55
3 feet x 4 feet 6 inches (Package of 3)	11			7.0	00
2 feet v 4 feet 6 inches (Package of 6)				19	22
3 feet x 4 feet 6 inches (Package of 6)				32	42
3 x 6 feet (Package of 3)				24	27
3 x 6 feet (Package of 6)				42	54
4 feet 6 inches x 4 feet 6 inches (Package of	3)			27	30
4 feet 6 inches x 4 feet 6 inches (Package of	6)			48	60
3 x 9 feet (Package of 3)				30	36
Waight man					
RUG SUNDRIES Package					
Rug Sample Racks (complete with 6 arms, o	erated)				140
Rug Rack Arms (6 packed in wooden box)					15

NOTE

For shipping weights on Armstrong's Linoleum. Armstrong's Quaker Floor Covering, and Armstrong's Standard-Felt Floor Covering, see Book I.



Increase Sales by Proper Display

NE of the most efficient methods of showing lino-leum and felt-base rugs adequately is by means of the Armstrong Rug Display Rack. This rack carries corner sections of 6 x 9-foot rugs. Two rug corners, clamped back to back in each steel arm, swing from an upright, sturdy frame. The rug corners are easily removable, so that they may be shown to a customer either on the rack or on the floor.

The entire rack, exclusive of rug corners, weighs approximately 200 pounds, and, as it is fitted with casters, may be moved about to any convenient point on the floor. When not in use the rack may be pushed against the wall.

As shipped from the factory at Lancaster, or from the warehouse of the Armstrong wholesaler, the rug rack includes malleable iron base, steel beam frame, enameled name sign, and six steel arms. The capacity of the rack frame is twelve arms, and extra steel arms may be

purchased at small additional cost. Corners of any Armstrong Rug, 36 x 54 inches in size, may be secured to fit the rack direct from the factory at nominal charges.

For the merchant who does not have sufficient space for the Armstrong Rug Rack, a convenient method of displaying rug corners is by using an inexpensive rack made by the Bryan Display Company, of Bryan, Ohio. It consists of a flat steel plate that fastens to the wall, and ten arms each one of which will hold two rug corners.

Armstrong's Rugs should always be included in every window display of furniture for rooms in which they are particularly suited, such as kitchens, breakfast-rooms, and sun porches, and with the simple bedroom and dining-room sets. There are many places in the store, too, where one of these attractive rugs may be placed, serving the dual purpose of providing a decorative feature and one that has salesbuilding possibilities as well.

WHOLESALERS AND WAREHOUSING POINTS, continued

WHOLESALERS AND WAREI	HOUSING POINTS, continued
Missouri	Pennsylvania
JOPLIN William Volker & Co. (Address, Home Office, Kansas City, Mo.) KANSAS CITY William Volker & Co. ST. JOSEPH Tootle-Campbell Dry Goods Co. ST. LOUIS Ely & Walker Dry Goods Co. ST. LOUIS J Kennard & Sons Carpet Co. ST. LOUIS J Renard Linoleum & Rug Co.	Pennsylvania ALLENTOWN Royal Wholesale Company ALLENTOWN L H. Yeager Company ALTOONA. Anderson Paper & Twine Co. ALTOONA. The H. C. Prutzman Co., Inc. Errie Joseph J. Weber Huntingdon C. H. Miller Hardware Co. Johnstfown Anderson Paper & Twine Co. Johnstfown Swank Hardware Company Lancaster Herr & Company Lancaster Reilly Bros. & Raub Lancaster Reilly Bros. & Raub Lancaster Company Company Lewisborg C. Dreisbach's Sons, Inc. PHILADELPHIA 413 Cherry St. Philadelphia William Campbell, Inc.
(Address, Home Office, Kansas City, Mo.)	ALLENTOWN L. H. Yeager Company
ST JOSEPH Tootle-Campbell Dry Goods Co.	ALTOONA
St. Louis Ely & Walker Dry Goods Co.	FRIE Local I Walnut
St. LouisJ. Kennard & Sons Carpet Co.	HuntingdonC. H. Miller Hardware Co.
St. Louis Renard Linoleum & Rug Co.	JOHNSTOWN Anderson Paper & Twine Co.
Montana	Johnstown Swank Hardware Company
	LANCASTER Reilly Brog & Roule
BILLINGS	LANCASTER Steinman Hardware Company
BUTTE	Lewisburg
(Address Home Office Salt Lake City Utah)	THILADELPHIA C. D. Artman
GREAT FALLS. William Volker & Co.	PHILADELPHIA
(Address, Home Office, Salt Lake City, Utah)	107 Church St
Missoula Mercantile Company	PHILADELPHIA
Nebraska	
CRAWFORD	625 Chestnut St.
(Address, Home Office, Denver, Colo.)	Pніцадеценіа Samuel Kramer & Co.
Lincoln	PHILADELPHIA 40–42 N. 3rd St. Landis & Co., Inc. 45 N. 3rd St.
(Address, Home Office, Kansas City, Mo.)	45 N 3rd St
(Address Home Office St. Louis Mo.)	PITTSBURGH Arbuthnot-Stephenson Co. PITTSBURGH Felix Half & Brother, Inc. BEADING Right's Company
OMAHAOrchard & Wilhelm Co.	Pittsburgh Felix Half & Brother, Inc.
New Jersey	SCRANTON Columbia Jobbing Company
PassaicJersey Carpet Co.	SHAMQKIN
	SHAMOKINJones Hardware Company
New Mexico	READING British Rother, Inc. READING Bright & Company SCRANTON Columbia Jobbing Company SHAMOKIN W. C. Hack & Sons SHAMOKIN Jones Hardware Company YORK Gehly's Carpet House, Inc.
ALBUQUERQUE	Rhode Island
	Providence Ballou, Johnson & Nichols Co.
New York	South Dakota
ALBANY	STOUX FALLS Sioux Falls Paint & Glass Co.
BROOKLYNEmpire Carpet Corporation	Tennessee
BROOKLYN Monorch Line & Due Com	CHATTANOOGA National Feather & Pillow Co.
BROOKLYN Monarch Lino, & Rug, Corp. 1711 Pacific St.	Tennessee CMATGANOGA National Feather & Hillow Co. (Address, Home Office, Nashville, Tenn.) KNOXVILLE C. M. McClung & Company MEMPHIS Wm. R. Moore Dry Goods Co. NASHVILLE National Feather & Fillow Co.
DUFFALO Adam. Weldrum & Anderson Co	MEMPHIS Win R Moore Dry Coods Co
Buffalo	NASHVILLE National Feather & Pillow Co.
	Texas
NEW YORK CITY Empire Carpet Corporation	Texas Abilene William Volker & Co. (Address, Home Office, Dallas, Tex.) Amarillo Innes Wholesale Furniture Co. (Address, Home Office, Wichita, Kans.) William Volker & Co.
NEW YORK CITY Lack Carpet Co., Inc.	(Address, Home Office, Dallas, Tex.)
25 West 32nd St.	(Address Home Office Wighits Kons)
NEW YORK CITY	AMARILLO
NEW YORK CITY Simon Manges & Son	(Address, Home Office, Dallas, Tex.)
	EL Paso. William Volker & Co.
New York City Trorlicht-Duncker Carpet Co.	(Address, Home Office, Kansas City, Mo.)
	Houston, William Volker & Co.
28 W. 23rd St.	(Address Home Office Dollar Tox)
PORT JERVIS Almarin Phillips	The b
SYRACUSE Columbia Distributors, Inc.	Ochen Utah Boyle Functions Co
PORT JERVIS 28 W. 23rd St. ROCHESTER Linoleum Distributors, Inc. SYRACUSE Columbia Distributors, Inc. UTICA Utica Linoleum & Rug Co., Inc.	OGDEN
	Vormont
North Carolina CHARLOTTEAmerican Hdwe. & Equipment Co.	BURLINGTON The A. B. Rugg Co., Inc.
Lexington	Viroinia
3 2	ROANOKE
Chicago Pici G 44 6 G	(Address, Home Office, Baltimore, Md.)
CINCINNATI Carson Pirie Scott & Co. (Address, Home Office, Chicago, Ill.) CINCINNATI Felix Half & Brother, Inc. CLEVELAND Burnham, Stoepel & Co. CLEVELAND The Godin Carpet Company CLEVELAND The Sterling & Welch Co. COLUMBUS Carson Piris Scott & Co.	
CINCINNATI Felix Half & Brother, Inc.	Washington
CLEVELAND Burnham, Stoepel & Co.	SEATTLE Walton N. Moore Dry Goods Co.
CLEVELAND. The Sterling & Welch Co	(Address, Home Office, San Francisco, Calif.) SEATTLE William Volker & Co. SPOKANE William Volker & Co. (Address, Home Office, Seattle, Wash.)
COLUMBUS Carson Pirie Scott & Co.	SPOKANE William Volker & Co.
COLUMBUS Renard Linoleum & Rug Co.	(Address, Home Office, Seattle, Wash.)
Tolebo Burnham Stoepel & Co	West Virginia
COLUMBUS. Carson Pire Scott & Co. COLUMBUS. Renard Linoleum & Rug Co. MANSFIELD The Hartman-Spreng Company TOLEDO Burnham, Stoepel & Co. (Address, Home Office, Detroit, Mich.)	CHARLESTON Guthrie-Morris-Campbell Co.
Oklahoma	CLARKSBURG. The Kohlegard Co.
OKLAHOMA CITY J Kennard & Sons Command Co	CHARLESTON Guthrie-Morris-Campbell Co. CHARLESTON Thomas, Field & Co. CLARKSBURG The Koblegard Co. HUNTINGTON Watts, Ritter & Company PARKERSBURG The Brown-Kendall Company WHERLING The Labor S. Worder Co.
OKLAHOMA CITY J. Kennard & Sons Carpet Co. (Address, Home Office, St. Louis, Mo.) OKLAHOMA CITY William Volker & Co. TULSA William Volker & Co. (Address, Home Office, Kansas City, Mo.)	PARKERSBURG The Brown-Kendall Company
OKLAHOMA CITY William Volker & Co.	The som B. Naylor Co
(Address Home Office Venera City M.)	Wisconsin
	MILWAUKEE
Oregon	
PORTLANDWalton N. Moore Dry Goods Co. (Address, Home Office, San Francisco, Calif.) PORTLANDWilliam Volker & Co.	Wyoming
PORTLAND William Volker & Co	Casper
W 00,	(Laures), Lonic Onice, Denver, Colo.)

